

Newcomer's Rochester

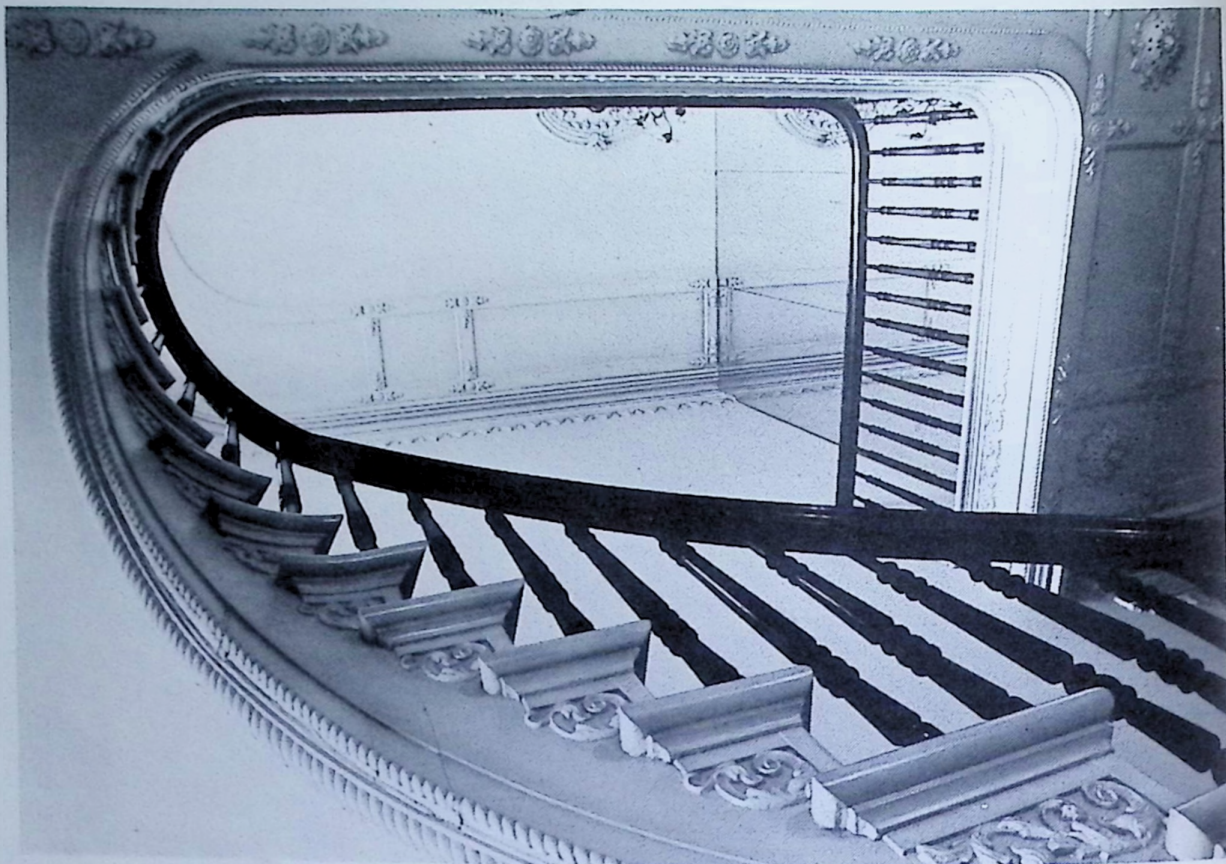


City Newspaper

Rochester, New York

April, 1982

one dollar



City living is so easy to love

Perhaps you imagine neighborhoods where tree-lined streets and architectural treasures are found around every corner. Perhaps your dreams also include exquisite details behind doors, up staircases and in unexpected nooks and crannies. If you believe life should be lived in a beautiful setting, you, too, will love Rochester, the city.



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A guide to our guide

Which neighborhood is which? Where can you go cross-country skiing? What's a Chili (and how do you pronounce it)? Where do you find classical sounds? Where do you look for ice cream, jeans, and supermarkets?

If you're new to Rochester, this guide is designed especially for you. There is, as you will note quickly, a strong city orientation. The reason: Newcomer's Rochester is published by City Newspaper, an alternative weekly with a strong urban slant.

You will find information on the county's diverse suburban towns, of course, and on a myriad other things we think you should know. Our guide is designed to get you acquainted, quickly, in a fashion that can mean the difference between thoroughly enjoying this lively Upstate area, and simply existing.

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Newcomer's Rochester

The lay of the land

by Ada Fan

Rochester is in many ways an island.

It is vaguely ringed by bodies of water: Lake Ontario looms large in the north, the Finger Lakes stretch away in the south and southeast, Letchworth Falls cascade in the southwest, and more distantly in Buffalo, Niagara Falls thunder in the west.

It is a high-tech industrial city rising out of farmland, revolving geographically around the north-south axis of the Genesee River and economically around Kodak, Xerox, Bausch and Lomb, and several other native sons.

It is serviced by the nation's largest independent phone company, Rochester Telephone; clothed by department stores peculiar to the region, such as Sibley's, McCurdy's, Forman's; and fed in large part by three other territorial phenomena, Star, Wegman's, and Bell's. It, alone, is serenaded by the famed Eastman

School of Music—and by the bizarre commercials of The House of Guitars. It even has its own beer, Genesee.

Rochester's own waters—the Genesee and its falls, the glacially formed ponds, the Barge Canal—lend a nice tranquility to the warm months, and its many parks are green islands in an urban stream. Its gently rolling terrain (some would call it flat) is a delight for bicyclists and cross-country skiers.

Music, art, crafts and especially

photography flourish in the city; and its fine restaurants range from vegetarian to haute cuisines, from African to Vietnamese. It is a city of many ethnic groups, and although not the ultimate melting pot, there's an atmosphere of pleasant cooperation.

Altogether, Rochester is an eminently livable place. As the TV campaign declares, it's got it. As this guide shows, it's got a lot.

To get you acquainted, first, some local history:



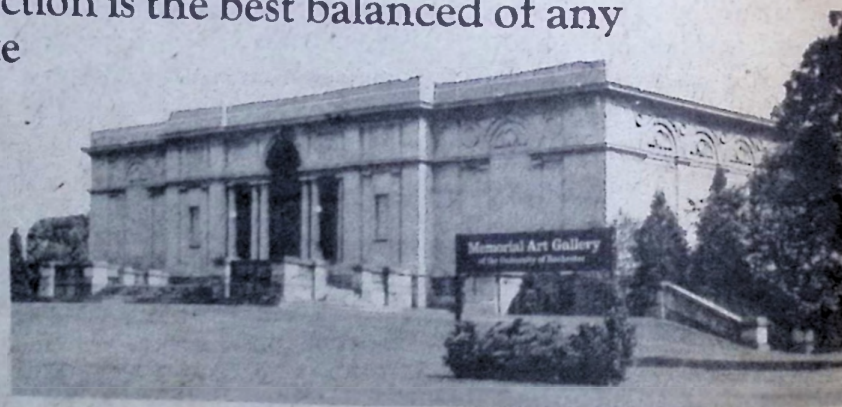
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A full schedule of temporary exhibitions, originated at the MAG or loaned by other museums and galleries, complements this fine collection.

The Gallery has the 12,000-volume Charlotte Whitney Allen Library and presents lectures, films, concerts, art demonstrations, seminars, tours and family activities. There is always something new and exciting happening at the Gallery.



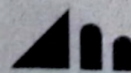
The Creative Workshop has art classes for adults and children at all skill levels in painting, sculpting, printmaking, weaving, jewelry-making, and more.

The Lending and Sales Gallery offers a rotating collection of art objects, and the Gallery Shop has books, cards, reproductions and unusual gift items.

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For more information, call 275-3081.

Gallery hours are: Sunday, 1 to 5 p.m.; Tuesday, 2 to 9 p.m. (free admission 5 to 9 p.m.); Wednesday through Saturday, 10 a.m. to 5 p.m.; closed Mondays.



Memorial Art Gallery

of the University of Rochester
480 University Avenue
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Newcomer's Rochester

A brief chronology

In the beginning, of course, there were the Indians. These were the lands of the Senecas, one of the six nations of the League of Iroquois.

Then there were the French Jesuit missionaries in the 1600's, led by Father Isaac Jogues, S.J. The British began taking an interest in the region in the early 1700's; and the Buffalo Creek negotiations, in which the Senecas turned over their lands to the Phelps and Gorham Land Company for settlement, were held in 1788.

The site of the present Rochester was not an Indian settlement, however; full of mosquitos and rattlesnakes and dissected by the Genesee River and its waterfalls, the area that is now Rochester was avoided by the Indians except as a site for trails. (The New York State Thruway follows the path of an old cross-state Indian Trail used by the Indian nations. Other Indian trails are now the locations of East Avenue, Landing Road, Elmwood Avenue, Mt. Hope Avenue, Plymouth Avenue, and St. Paul Street.)

In 1803 Colonel Nathaniel Rochester bought up one thousand acres along the Genesee, and in 1811 he began laying out the town. During the War of 1812, settlement began, with Hamlet Scrantom as the first arrival. The first weekly, the *Rochester Gazette*, was founded in 1816; and by the next year the village, boasting a population of 7000, had obtained its charter, under the name of "Rochesterville." Soon St. Luke's Church was erected (in 1820), and the town was complete.

A new era began with the opening of the Erie Canal in 1825. With the whole west seemingly laid out before it, Rochesterville was soon thriving, its prosperity generated by its flour and sawmills. On April 1, 1834 it officially became the City of Rochester, and into the 1850's it was dubbed "Flour City," because of the dominance of flour mills. (Some buildings from that era remain, particularly in the Brown's Race area—between State Street and the

Genesee River, just north of the Inner Loop. An old mill race still functions there.)

During this period, the Rochester Athenaeum, an institution for learning, was founded, its president Nathaniel Rochester. In the same year, 1829, the notorious Sam Patch, having conquered Niagara Falls, tried his luck over the major falls of the Genesee and fell to his death, becoming the stuff of local legends.

The 1850's brought more dramatic changes. "Flour City" rather than turning to dust as the flour mills ceased production, went to seed and became, with the development of several nurseries, "Flower City." The nurseries of George Ellwanger and Patrick Barry, of James Vick, and of Joseph Harris made Rochester the preeminent garden center of the nation.

The University of Rochester was established in 1850, and two of its professors became pioneers in their

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Local history . . .

fields. Lewis Henry Morgan (1818-1881), in anthropology, and Lewis Swift (1820-1913) in astronomy, with his discovery of comets. In the years around and long after the Civil War, the vigorous voices of black leader Frederick Douglass (1817-1895) and suffragist leader Susan B. Anthony (1820-1906). Rochester's famous reformers, were often in the cause of equal rights. The more occult tones of the Fox Sisters--and their "Rochester Rappings"--were also heard, the beginnings of American Spiritualism.

In 1852 John Jacob Bausch set up an optical shop with Henry Lomb, and from this we can tract the growth of Rochester industries. The enterprising George Eastman formed his Eastman's Dry Plate and Film Company in 1884, and with his 1888 camera, the "Kodak," an industry was born. Rochester was getting off on the right foot in the 1880's; it was also a manufacturing center for shoes, along with other articles of clothing. When George B. Selden took out the first patent on a gas-fueled vehicle in 1879, it

might have been the start of another great business; but the growth of Henry Ford's company prevented that.

By 1890 women had been admitted to the university, and from the turn of the century to 1935, U of R president Rush Rhees shaped for the school a reputation of some greatness. In the 1920's George Eastman, civic leader and unflagging patron of the arts, made possible the formation of both the Eastman School of Music and the Rochester Philharmonic. (Eastman's suicide in 1932 shocked the community; he had worked to fight the debilitating effects of the Depression and had fallen himself to increasing physical deterioration.)

The first Xerox machine made its appearance on the market in 1950, and soon its producer, the Haloid Company, became Haloid-Xerox, and finally the Xerox Corporation. In 1965 the Ritter and Pfaudler Companies merged, and three years later the combination joined with Taylor Instruments to become Sybron Corpora-

tion. Gleason Works acquired Alliance Tool and Die in 1979, further consolidating Rochester industries. Besides these corporations, and Kodak, and Bausch and Lomb, such local giants as the Lincoln First Banks, the Lawyers' Co-operative Publishing Company, and General Motors' Rochester Products Division have raised the city to its present high-technological stature.

The above summary of local history is indebted to Blake McKelvey's *A Panoramic History of Rochester and Monroe County, New York*, Windsor Publications, 1979 (sponsored by Rochester Area Chamber of Commerce, Inc.).



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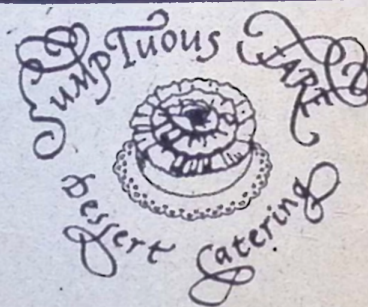
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Culture town

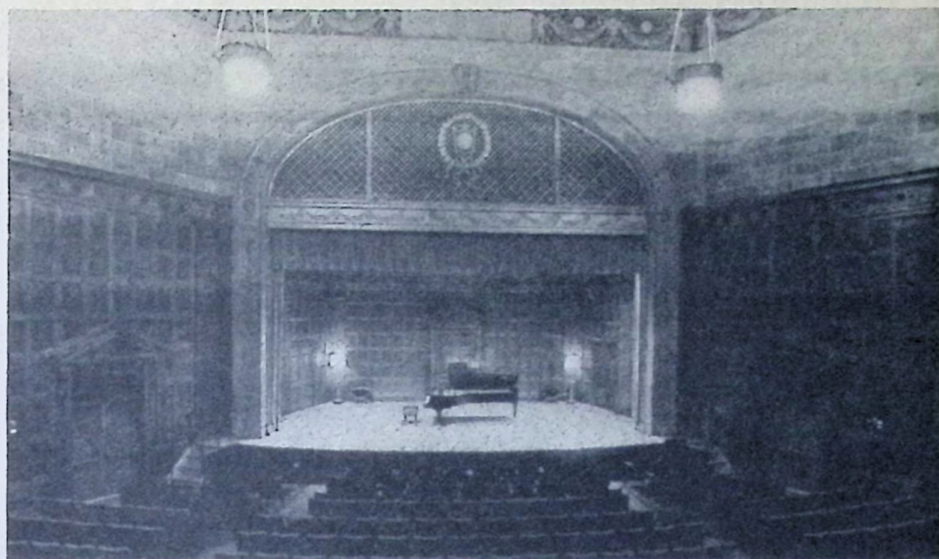
by Ada Fan

Rochester is rich in that substance we call culture. The city's stages and podiums, its pedestals and gallery walls, are generously veined with ore.

Music, with the acclaimed Rochester Philharmonic Orchestra and the Eastman School both in town, is a known treasure. Photography, with the legacy of George Eastman behind it—not to mention his mansion museum—is a prominent jewel in Rochester's crown. But there is also marvelous art and highly polished drama, and the achievements in music and photography are by no means limited to their most famous purveyors.

Rochester's historical and science museums, the area's many colleges, schools, and community organizations, all offering lectures and workshops, are resources of great cultural wealth. The life of the mind, as well as that of the eye and ear, is easily kept alive here.

You should be aware too, of the opportunities for participation in arts groups: there are classes in everything, there are support organizations for



Eastman School's Kilbourn Hall

professional groups like the RPO and GeVa—and the libraries (the city's Rundel Memorial and the U of R's Rush Rhees), and there are numerous community arts groups and clubs that welcome new

members.

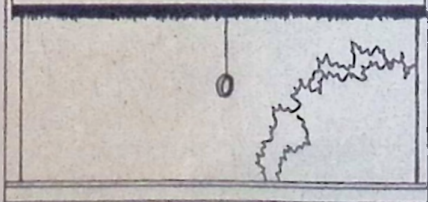
Music

Rochester Philharmonic Orchestra. For

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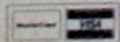
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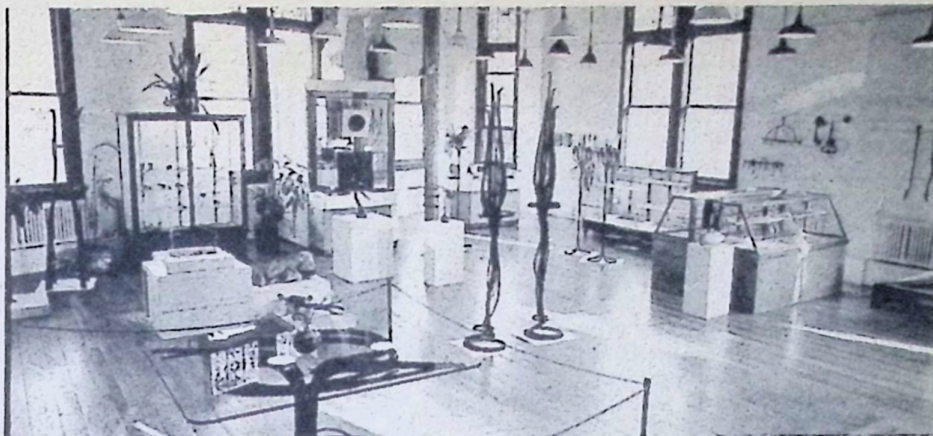
Culture town...

almost 60 years, the city has been privileged to call the RPO its own. Under the musical direction of David Zinman, it has received high praise in New York, and its following in Rochester is large and enthusiastic. Various subscriptions are available for the 15 Thursday and Saturday concert programs beginning in early October and ending in late May.

There are as well a Promenade series (at the Dome Arena), featuring popular music and a cabaret atmosphere; a guest artist series of outstanding soloists and chamber ensembles, and a children's series. The RPO management conducts a dance series, with performances by groups like the American Ballet Theatre and a Broadway series, with performances by the touring companies of hit plays and musicals.

Eastman School of Music (University of Rochester). One of the nation's most prestigious schools of music, its concert halls are music boxes; whenever you open their doors, melody issues forth.

Annual events include the Kilbourn Concerts, a series of 15 performances by soloists and chamber musicians, both



Gallery of Contemporary Metalsmithing, downtown

faculty and outside professionals; the Eastman-Ranlet series, four Sunday afternoon recitals, usually by the noted Cleveland Quartet, Eastman's resident string quartet (free with mail-order tickets); the fall Kilbourn Hall opera and the spring Eastman Theatre opera, by Eastman Opera Theatre; and the three or four Opera Studio productions (free with

tickets). In addition, there are numerous faculty and student recitals and concerts. Newcomers are invited to place themselves on the mailing list for the two-month calendar. And lessons are available through the preparatory department.

Rochester Chamber Orchestra. For almost 20 years this group has offered

Continued on page 8

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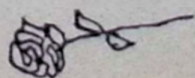
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Culture town...

city audiences the more intimate sound of the smaller chamber orchestra. Three or so are offered, featuring outstanding soloists, often Eastman faculty or RPO members. Direction is by David Feller.

Society for Chamber Music. This group fills the Eastman House Marble Room with more intimate stuff still: instrumental and vocal duos, trios, quartets, and quintets, and slightly larger ensembles. Its performers include outstanding members of the Rochester Philharmonic and the Eastman School faculty as well as visiting artists.

Opera Theatre of Rochester. OTR is a flamboyant touch to the Rochester music scene. Under the direction of Ruth Rosenberg, the company presents about four operas each year, accompanied by members of the Rochester Philharmonic. Principals are known singers imported from out of town, with supporting roles and chorus members from Rochester.

Rochester Oratorio Society. Another group on the grand scale, these several hundred men and women perform three major works yearly, plus Handel's

"Messiah" at Christmastime and two programs with the RPO. Theodore Hollenbach conducts.

Bach Festival. Also under Theodore Hollenbach's supervision, this Rochester tradition revolves around a fall weekend devoted to Bach's compositions.

Hochstein School of Music. Wednesday's "Noontime at Hochstein," broadcast by the PBS station WXXI-FM (91.5) is an institution around town. And at the school you can enroll for instrumental, vocal, or dance lessons.

Memorial Art Gallery. 490 University Avenue. MAG frequently hosts musical recitals, usually by Eastman performers.

Nazareth Arts Center. Beginning in September for 10 Sunday afternoons, at 3 p.m., the Arts Center presents area arts groups in free performances. And many of these are musical events, because of the strength of music around the city. (There are also dance, theater, and travelogues.)

University of Rochester. Because of the limelight falling around Eastman, people forget that there's music at the U of R

proper too, including: a series of over 35 public concerts by university groups; Wednesday noon recitals at the Rush Rhees Library's Welles-Brown Room; the summer Hubbell Recitals, featuring Eastman faculty; and the Hopeman Memorial Carillon concerts. Then there's the summer Oratorio Reading Choir, in which the public is invited to participate for a nominal fee.

Jewish Community Center. The very active JCC often schedules concerts of chamber music, as well as popular and folk music.

Golden Link Folksinging Society. This talented group of people have folk music as a hobby, not a profession, and you're welcome to join. The society sponsors almost monthly concerts by internationally known folksingers as well as just-for-fun musical get-togethers and lessons.

Other. Musical societies abound, from barbershop quartets to recorder clubs. The **Park Avenue Project** (235 Culver Road) sponsors coffeehouse programs of folk

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Who's who in Rochester government

There are two legislative bodies newcomers should become at least vaguely familiar with: the Rochester City Council and the Monroe County Legislature. Basically, local government works this way:

The city is governed by a nine-member City Council. There are four district councilmembers and five at-large members who run in city-wide elections. Councilmembers are elected to four-year terms.

The council is controlled by Democrats (who have enjoyed an 8-1 majority since 1973). The Mayor, Thomas P. Ryan Jr., is a Democrat and is also the east district councilmember. In Rochester, the mayor has no executive powers so he can't do the things you might think a large-city mayor ought to do. He doesn't appoint department heads. He can't veto legislation. He is, in fact, the majority leader of council and his position is supposed to be more honorary than substantive. He is elected by the other

councilmembers.

The day-to-day operations of city government are administered by the City Manager, who serves at the pleasure of the council. The manager—unlike the council—hires and fires department heads. And while the council can dismiss the manager without advance warning, the council is forbidden by law from exercising any direct control over the operations of city departments. Only the manager can do that.

The county government is run by a 29-member legislature. All members are elected from districts; none serve at-large. The legislature appoints the County Manager, but unlike his city counterpart, the county manager can't be dismissed when the legislature wants to get rid of him. The County Manager is appointed to a four-year term.

The current county manager, Lucien Morin, has held the job since 1972, and even though he's an appointed official,

Continued on page 11

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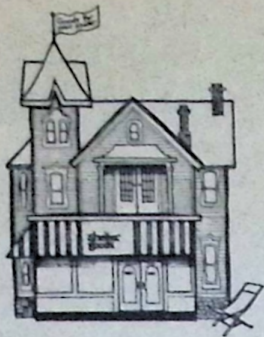
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Government . . .

which doesn't work. There's lots of pressure to get the plant working because there are no more landfills in the county where we can put all the garbage we produce. While everybody tries to figure out how to make the plant work, the county is spending \$6 million a year to truck the garbage 60 miles to a landfill in Seneca County.

If you have problems getting prompt service, you need help figuring out who's in charge of what. Basically, the city is responsible for street cleaning, most street repairs, for snow plowing, for trash pick-up, building inspections, vacant lot cleaning, and some types of licenses.

The county, however, handles repairs on many major streets in the city, and is responsible for all social service programs, for making sure the traffic lights work, and for recording official documents.

The safest thing to do when you're confused is to call your elected officials. You can find out who represents you in the County Legislature and City Council

by calling the Board of Elections at 428-4550.

If you have problems with city services, you can call the Service Bureau at 428-7065.

Villages and towns

If you live in Monroe County and don't live in the City of Rochester, you live in a town—and possibly in a village, too.

The area of the county outside the city is divided into 19 towns—which are both geographic and political subdivisions. Within some of those towns, there are smaller municipalities: the villages. Each town has an elected supervisor and town boards. The villages (of which there are 10) have elected mayors and village boards of trustees.

This means that if you live in a village—like Brockport, Fairport, East Rochester, Pittsford, or Webster—you have three local governments to deal with: village, town, and county—and three sets of taxes to pay.

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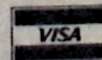


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State and federal representation

For Rochester newcomers who are also New York State newcomers, a crash course in representation:

The State Legislature has two houses—the Assembly and the Senate. The Assembly, with 150 members, is controlled by Democrats and led by Speaker Stanley Fink. The 60-member Senate is controlled by Republicans and led by majority leader Warren Anderson.

State legislative and US congressional districts are scheduled to be redrawn this year, but the configuration of districts probably won't change substantially in Monroe County.

There are two Assemblymembers and one State Senator on each side of the Genesee River. On the west side, residents are represented by Republican Assemblyman Dale Rath (the 133rd district), or Democratic Assemblyman Roger Robach (the 134th district). There is no westside State Senator at the moment. The 54th district was represented by Republican Fred Eckert until he was appointed US Ambassador to the Fiji Islands in February. A special election will probably be held sometime this spring.

On the east side, residents are represented by Democrat Gary Proud

(131st district), or Republican Pinny Cooke (132nd district). The 53rd Senatorial district is represented by Democrat John Perry. The county contains parts of three other Assembly districts and one additional Senate district, but those districts extend outside the county as well.

In the US Congress, the Rochester area is represented by two veteran Republican representatives, Barber Conable (on the west side) and Frank Horton (on the east side).

Newcomers may be already familiar with Conable, who gets plenty of national press coverage as the ranking Republican on the House Ways and Means Committee. Horton, who entered Congress 20 years ago, has two years seniority on Conable but is best known for his attention to individual constituent problems—and for distributing flags to community groups.

The state's two US Senators are Democrat Daniel Patrick Moynihan (who is up for re-election in 1982) and Republican Alfonse D'Amato.

To find out who represents you at the state or federal level, you can call the county Board of Elections at 428-4550.



Harry Forman's

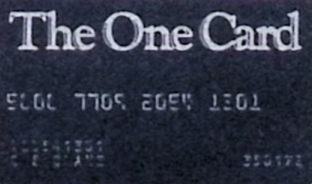
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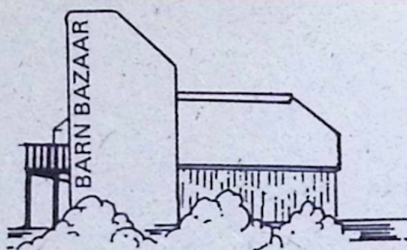
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Culture town...

music.

And in the suburbs there are several symphony orchestras including: Brighton, Greece, and Penfield.

Fine and visual arts

Memorial Art Gallery, 490 University Avenue. This great stone edifice sitting back on its smooth lawn houses a good collection of Old Masters and Asian, African, Oceanic, American, and modern art, as well as changing exhibits outside. There are also lectures on art and architecture; the Creative Workshop, with classes for children and adults year-round; a Lending and Sales Gallery; gift shop; library, and family workshops. MAG's annual events include the September Clothesline Fair, with art and crafts for sale; the Christmas Crafts Show and Sale; and the Spring Finger Lakes Exhibition.

International Museum of Photography/George Eastman House, 900 East Avenue. Set back from the road, with gorgeous gardens, is this great American archive of

photography and film. Its exhibit space is divided between historical displays and extensive photographic shows. The Brackett Clark Galleries downstairs have changing exhibits every few months, as does the upstairs Corridor Gallery, alongside the permanent collection. Dryden Theater almost always has a film series going, many of them unusual.

Visual Studies Workshop, 31 Prince Street. The several galleries of this working center for photography, change about monthly. Its research library is extensive and its extraordinary little book-making shop very active. Lectures and symposia are frequent. Its bookshop sells its own publications as well as a variety of photographic books.

Portable Channel, 1255 University Avenue. 442-3886. This invaluable resource center provides video and film cameras and editing equipment to artists and community groups at very low cost. Instruction is provided, and screenings and talks are regular occurrences. There's quite a bit of cooperation with VSW.

Others

In addition, there are numerous small, independent art and crafts galleries, some of them outstanding. You'll find exhibits by such outstanding local people as wood craftsman Wendell Castle, fine examples of African art, plenty of representational painting, and our share of innovative work in innovative galleries. Art lovers will want to become familiar with all of them; galleries are happy to put you on their list for invitations to wine-and-cheese openings.

Drama

GeVa. 168 South Clinton Avenue downtown. This is Rochester's major professional theater, and the city is justly proud of it. (Don't be put off by the rather unimpressive, rented quarters.) The company experiments with new plays as well as performing recent hits and older classics. The season, from October through the spring, consists of about a half-dozen plays; casts are composed of

Continued on page 17

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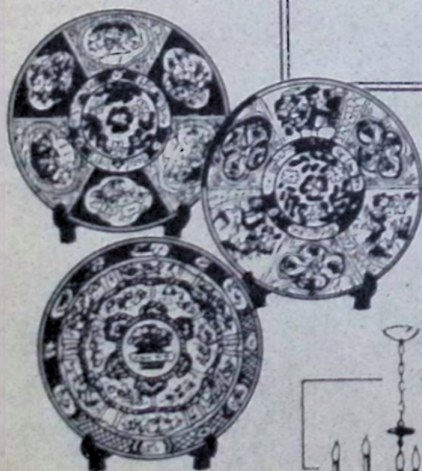
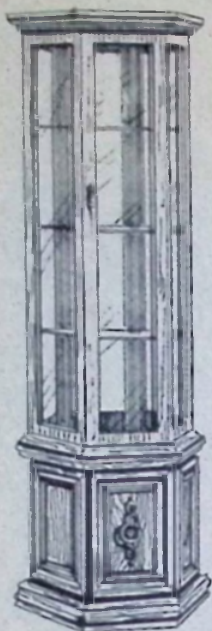
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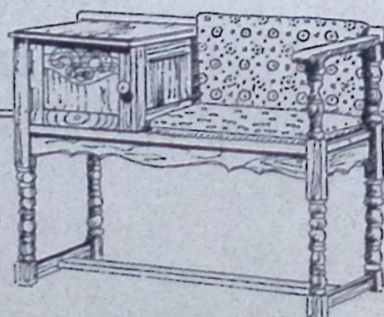
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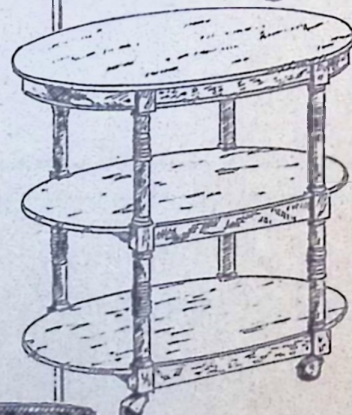
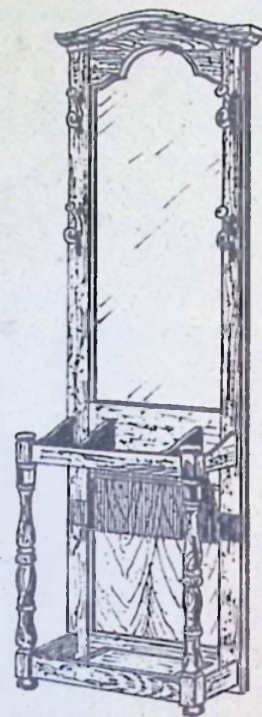


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Newcomer's Rochester

Culture town...

Equity actors, with auditions held in New York.

Rochester Community Players. 820 South Clinton Avenue. With their own playhouse and almost 60 years in the city, the Players are living proof of the strong community theater tradition in the area. The season usually has about five major productions, including musicals and comedy.

Blackfriars. Xerox Auditorium, Xerox Square. Another good community theater of long-standing, the group stages five shows each year, including recent plays, classics, and musicals.

Center Stage. Jewish Community Center, 1200 Edgewood Avenue. A part of the JCC, this group presents a season of three or four plays a year as well as several "reader theater" performances, informal play readings that are open to the public.

Downstairs Cabaret. 166 Andrews Street. Local professional performers present drama and music, cabaret-style, nearly year-round at this popular theater beneath Just Around the Corner restaurant. Offerings during the current season have included "By Strouse" and

"Puttin' on the Ritz."

Holiday Inn Theater. 120 East Main Street, in the Holiday Inn. Professional actors present weekend performances; this year's offerings have included "Starting Here, Starting Now" and "Chicago."

Shipping Dock Theatre. Strasenburgh Planetarium. Operating out of the most unique of area theaters—the planetarium's loading dock—this one-year-old, professionally oriented company presents intimate theater, with its season including some original work.

Nazareth Arts Center. Nazareth College. The theater at the Arts Center provides a stage for a variety of events open to the public, including important performances by out-of-town actors and groups. The current season has brought Vincent Price, Theatre Beyond Words, and the McCarter Theatre's performance of Shaw's "Arms and the Man."

Rochester Philharmonic Orchestra Broadway Series. In addition to providing exceptional classical music entertainment through the orchestra itself, the RPO parent organization sponsors dramatic offerings. The 1981-82 season included

Pat Carroll in "Gertrude Stein Gertrude Stein Gertrude Stein," a long-running performance by the road show version of "Annie," "One Mo Time!" and "Sweeney Todd."

Unitarian Drama Group. First Unitarian Church, 220 South Winton Road. This local group presents a Gilbert and Sullivan operetta at least once a year.

Rising Productions. Essentially a women's performing arts cooperative that stages plays and coordinates music and dance performances.

Summer Drama: There's no conventional summer stock in the immediate area, but there's plenty of good local summer drama. URST—the University of Rochester Summer Theatre—offers performances by professional actors backed up by distinguished local talent. Just south of Rochester, playhouses at Mendon and Bristol offer dramatic programs—many of them light—throughout the summer and early fall. And to the northwest of us are two outstanding professional offerings: Canada's Shaw Festival in Niagara-on-the-Lake, and the Shakespeare Festival in

Continued on page 19



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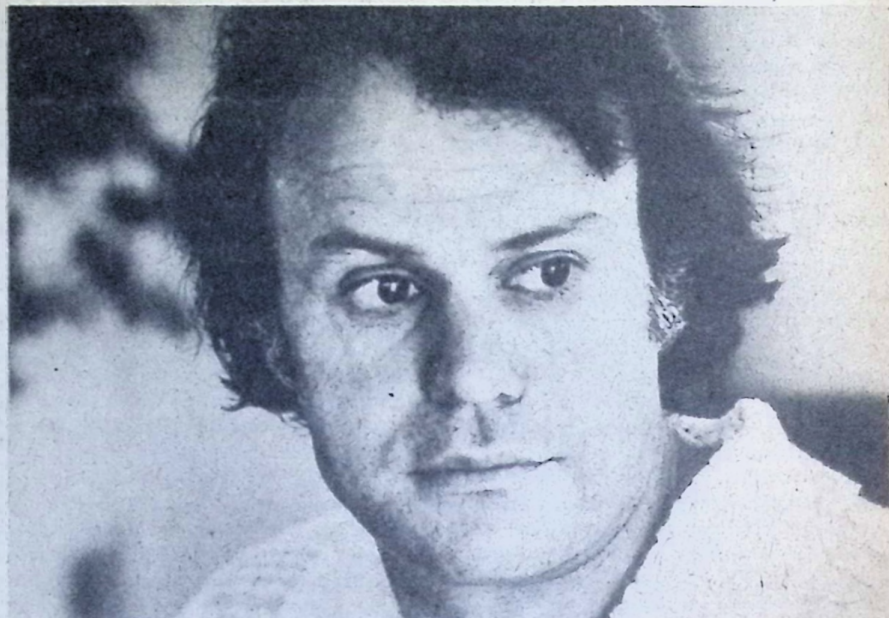
Newcomer's Rochester

Culture town...

including a classic film series on Tuesdays. In the Cummings Nature Center in the Bristol Hills, 819 acres of hills and dales, woods and ponds (with beavers), await your arrival with their nature trails, hayrides, pioneer life demonstrations, and in winter, their snowy expanses for sleighriding, snowshoeing, and cross-country skiing.

Landmark Society of Western New York, 130 Spring Street. In keeping with its aims to preserve, maintain, and restore the historic architecture of the region, the society runs two museums: the Campbell-Whittlesey House, 123 South Fitzhugh Street, a Greek Revival mansion, and the Stone-Tolan House, 2370 East Avenue, a late-18th-century farmhouse. The society also conducts classes in American crafts and preservation-related subjects.

Rochester Historical Society, 485 East Avenue. The dedicated researches of the Historical Society are carried on in and about Woodside, the Greek Revival mansion that serves as both headquarters and a museum.



RPO conductor David Zinman

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Culture town...

Susan B. Anthony House, 17 Madison Street. The residence of the First Lady of feminists is maintained as a museum.

Genesee Country Museum, Flint Hill Road, Mumford. Down Scottsville Road 20 miles sits a little village in the Williamsburg, Virginia, and Sturbridge, Massachusetts, tradition. Tours are conducted through 19th century buildings where American crafts are practiced. In October a harvest festival is held, with crafts and food for sale, and there are special events throughout the summer.

Strong Museum. The biggest news in local museums this year is the opening of the Strong Museum, planned for October 1982. The downtown museum will house one of the most important collections of Victoriana in the nation.

Continued on page 23



WELCOME

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Newcomer's Rochester

Culture town...

Imports

A note should be made of the regular appearances of national or international touring artists and arts groups. Besides RPO at Eastman Theatre, Nazareth College, at its Nazareth Arts Center (4245 East Avenue), presents a season of dramatic, musical, and dance events, September through May on Friday and Saturday evenings. SUNY Brockport and SUC Geneseo are also stopping points for many well-known performers.

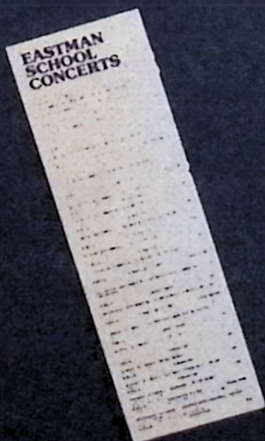
Lectures, workshops and readings

On any given day you'll find a lecture or workshop for the asking at one of the area's cultural institutions, be it college, museum, society, or other community organization. Courses are always available for the enterprising individual as well.



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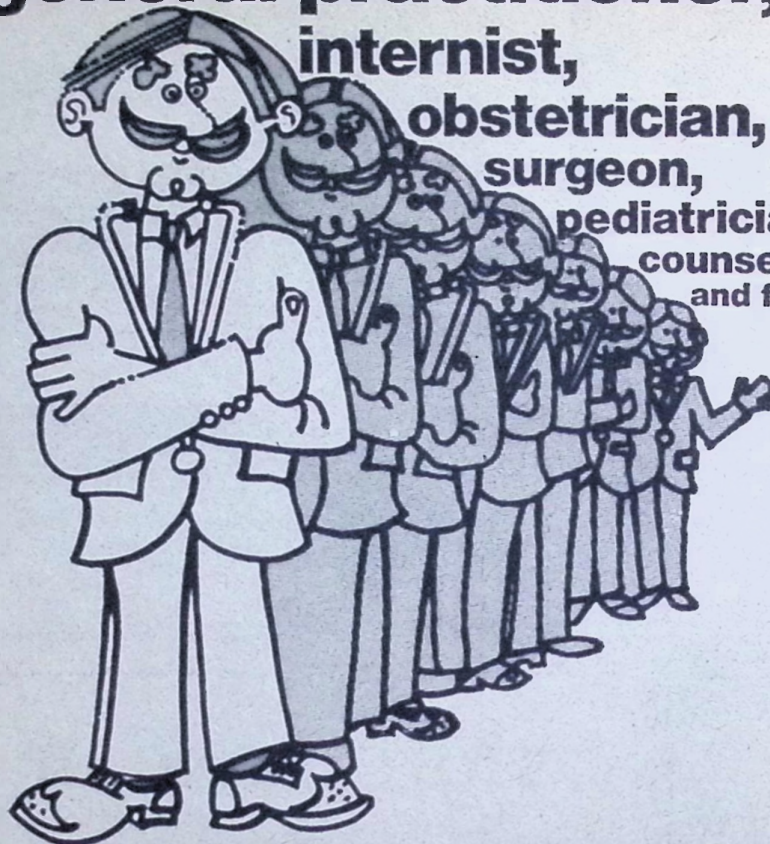
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Newcomer's Rochester

Registering—your car, yourself

In 1984 we may have to register every item we possess, but in 1982 we need only register our cars, our dogs, and ourselves—as drivers and as voters.

Voter registration. You can register in person at the Monroe County Board of Elections, 39 West Main Street, or you can register by mail. Call 428-4550 to receive the forms. You must be a resident for 30 days before the elections and you should register that far in advance as well.

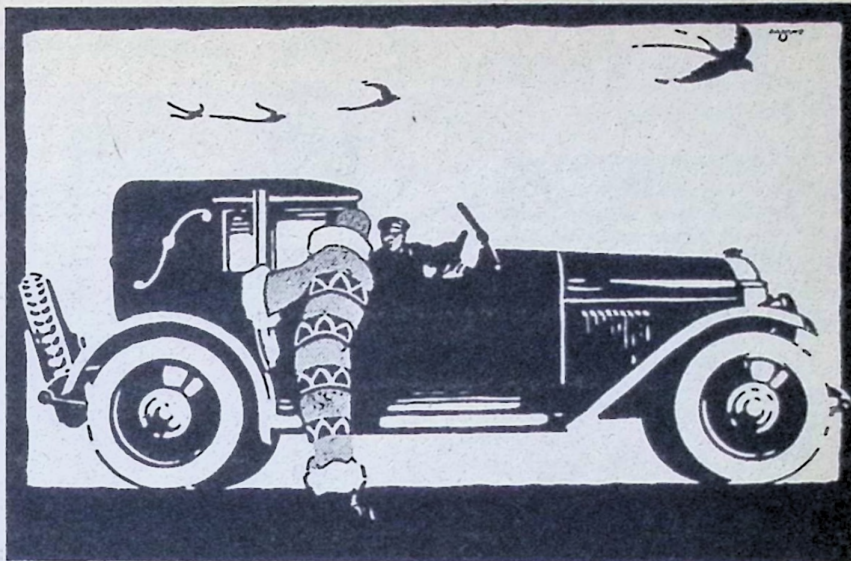
Driver's license. If you have an out-of-state license, you must pass a vision and a written test and then surrender your old license, to receive your New York driving license. Take your current license and additional proof of identification to the New York Bureau of Motor Vehicles, 67 Chestnut Street (454-6330). The office is open Monday through Friday, 8:30 to 4:30. Because there's always a wait, don't come any later than 3:30, preferably earlier.

The application and license fees will run you about \$10 (\$5 for the application, \$4 or \$4.50 for the license, depending on

your birthday and the date of processing). If you've had a New York license before, with an expiration date within the last two years, you can simply renew it.

Automobile registration and license plates. You have 30 days to register your car if you're just coming into New York.

Continued on page 26



new visions

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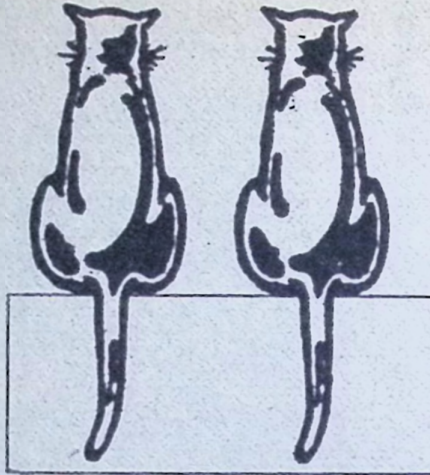
Newcomer's Rochester

Registering . . .

There are several steps involved:

(1) Obtain a New York State Insurance Card, which you'll receive upon receipt of insurance from your agent. It must be in the name of the car's owner, presumably yourself.

(2) Take the insurance card and the title to your car—unless the title is being held by a bank or finance company, in which case your current registration is acceptable—to one of these places: the main office of the Monroe County Automobile License Bureau, Suburban Plaza, 2199 East Henrietta Road (428-2300); the branch office at 300 Main Street, East Rochester (428-2308); the branch office at Ridgemont Plaza, Greece (428-2305). Or go to the New York State Sales Tax Office at Marine Midland Plaza (13th floor) for non-resident tax exemption and then to the NY Department of Motor Vehicles at 67 Chestnut Street. Note that any one of the Monroe County Auto License Bureau offices will take care of you in one fell swoop, whereas if you head straight for the NY Department of Motor Vehicles you'll be told to turn



around and go to 1 Marine Midland Plaza first, for tax clearance, then come back to Motor Vehicles.

Again, don't leave this business for the

end of the day; go well before closing. The Monroe County office hours are 9 to 5, so arrive before 4:30. Whichever you do, you'll be issued license plates, registration, and a 10-day inspection certificate. Expect to pay \$20 to \$45, depending on the weight of your car.

(3) Have your car inspected at a service station that's designated as a New York inspection station within the next week. It costs \$6.

Dogs and cats and . . .

The cuddly critters are great to have around—they don't talk back, and their affection seems almost unconditional. Pets, however, entail responsibilities.

First, the dogs: all dogs 6 months or older in the city must be licensed. The fee for a license is \$5.50 for a neutered animal, \$10.50 otherwise. Rabies shots are

Continued on page 27



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required, and vaccinations against distemper and parvo virus are recommended.

The city's pamphlet, "Leashing the dog problem," will give you information you need if you plan to own a dog in the city. It also contains an application form for a license. Contact the Office of the City Clerk, Dog Licensing, City Hall, 30 Church Street, Rochester, N.Y. 14614, 428-7129.

Dogs must be leashed or confined to your personal property, and there are laws prohibiting dogs' defecation on public or other peoples' private property.

Dogs aren't allowed in public buildings, restaurants, stores, or cemeteries. And they shouldn't make a nuisance of themselves by continuous barking or howling, either. Finally, in residential neighborhoods, no more than three dogs are permitted.

There are no regulations concerning cats or other non-canine pets.

Lost pets, both cats and dogs, may be claimed at the Animal Control Center, 263 Central Avenue (428-7274). If a licensed dog is found, owners are notified by mail and given 7 days from the mailing of the letter to claim their pet. Retrieving the pet will cost you \$10 plus \$2 per day that the dog is kept after the first day.

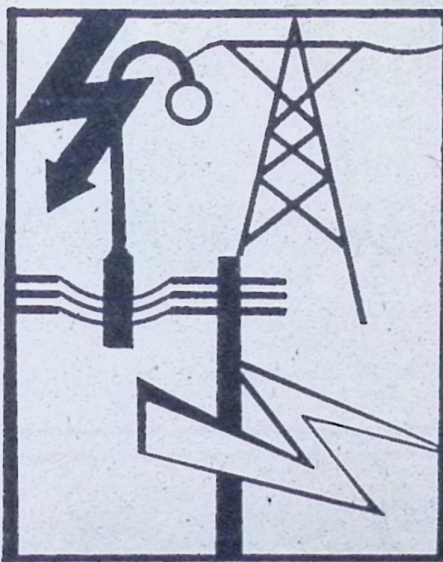
An unlicensed dog will be kept for five working days before being disposed of. During that time, the animal may be adopted if it is found to be in good physical condition. Adopting a pet costs \$10 plus the cost of a license and a rabies vaccination. The center also collects a \$15 deposit, which will be returned if the animal is neutered within 6 months. Unclaimed cats can be purchased for \$5.

Complaints should be made to the Animal Control Center, or the Police Complaint Board (428-7070). The Animal Control Center disposes of sick or injured dogs, while the Department of Public Works picks up dead animals (428-6687).

The Humane Society's Lollypop Farm, 99 Victor Road, Fairport (223-1330), takes in some unwanted animals, but their facilities are limited. It's a good place to go to adopt animals, and pet obedience classes are conducted. Pet Pride, 131 Skycrest Drive (621-4997), restricts itself to cats, caring for strays and offering them up for adoption.

Able veterinary hospitals are found throughout the area. In case of emergency, you may want to keep the phone number of the Animal Hospital of Pittsford handy; it has a veterinarian on call 24 hours a day; 271-7700. It's located at 2816 Monroe Avenue.

Hooking up— power and phones



Making connections in Rochester starts with getting utilities set up. Here are the names and numbers to call when you're ready to be plugged in to power, water, and telephones.

Rochester Gas and Electric, 546-1111. No deposit is required for new service; just give your name, address, and place of employment. Three-day notice is recommended. If an access meter has to be installed, leave a day of your time free to wait for the representative; there is no charge.

RG&E bills monthly, but your meter will be read only every other month. The interim bills are based upon an estimate.

Rochester Telephone Corporation, 955-7810. You can keep the equipment left by the previous occupants, but there will be about a week's wait for service from the time you call. If you want different equipment, the wait for service will be longer. Installation fees vary; the lowest you can expect to pay is \$40.50.

If you buy the equipment that is already installed, as opposed to renting it, you can save money—about \$17.40 a year if you have a dial phone. The price for an

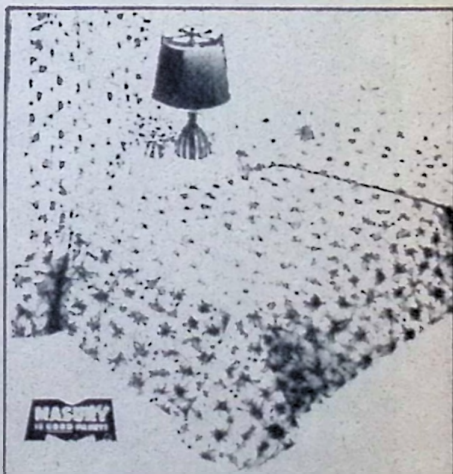
already installed dial phone is \$23.95. More elegant phones can be purchased from the Phone Center; they start at \$26.95. You may also, of course, buy equipment from telephone specialty stores.

Deposits on telephone bills aren't always required; that decision is based on the credit office's evaluation of your credit worthiness.

Water Bureau, Department of Environmental Services, City of Rochester, 428-7460. This number is for customer service and billing; water service is essentially automatic. Either your landlord or your attorney has checked to see that the water payment for the property is not delinquent.

You will receive two "water bills": one, the fee for the water you use, is based on consumption. The other is a fee for pollution control; it's based both on consumption and property assessment.

If your water meter is accessible, readings are taken every three months. Otherwise, consumption is estimated, and the meter will be checked once a year for accuracy.



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Newcomer's Rochester

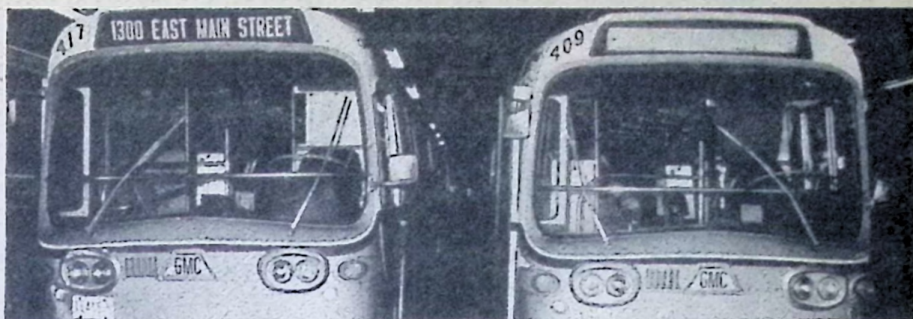
Getting around Rochester

One morning a month, some Rochesterians say, a cabal of engineers and government officials meets over coffee and doughnuts to decide what downtown streets to tear up. The story may not be true, but it often does seem as if there's a special plot to make it hard to navigate downtown by car.

Many people, in fact, avoid the mess and take the bus. Every city neighborhood and suburb has a bus line running through it operated by the Regional Transit System. Downtown is the hub of the system and everything around it are the spokes: all routes lead to Main Street. If you work downtown, that's great. If you don't, you still have to go through it to get anywhere else.

Despite this problem, RTS buses are usually quick, clean, and on time. Service has been expanded in the past several years, and breakdowns are rare. Drivers are not especially friendly, although they'll try to help you get where you want to go.

In March 1982, as this guide went to press, the transit company was seeking a



revision of its fare and service schedule, asking that fares be raised to 75 cents. What follows was accurate at that point and will likely be a good guide to variations in types of fares and service.

During rush hour, buses run every 12 to 20 minutes and cost 60¢, although some of the rides from the outer suburbs cost more. Fare during off-peak hours between 9:30 a.m. and 3:30 p.m. weekdays—when buses run less frequently,—is 50¢. For senior citizens and handicapped people, the fare is 25¢ weekdays between 9 a.m. and 3:30 p.m.,

after 6:30 p.m., and all day on weekends and holidays when Medicare or RTS ID is shown.

At all other times, the bus costs 60¢. Children under 12 years pay 25¢ anytime, and kids under age 6 are free (limit of 3 free). Transfers are a nickel, and there are weekly and monthly passes available.

The most confusing part at first is not how much to pay but when to pay. Within the Inner Loop, service is free, (you can travel from the shopping district to the business section, for instance,

Continued on page 36

Trash talk

In city residential areas, trash is collected once a week. And where you live determines the day of the week for pick-up. You can call the Community Service Office of the Department of Environmental Services, 428-5990, to find out your day—and get the answers to specific questions.

Last summer the city did a complete rerouting of garbage collection, as it moved to two-man crew trucks, so the present schedule will be around for awhile.

Garbage—general household refuse—is expected to be properly contained: in 20 gallon galvanized trash cans, with tight-fitting lids, or tied up in heavy plastic bags. (Strictly speaking, the second is supposed to require the Commissioner's permission.) The city provides backyard service, that is, your garbage will be picked up in back of, or by the side of, your house. Bulk trash is to be placed between the curb and the sidewalk on the night before, or the morning of, the collection day. You should tie up branches and bag leaves. With the exception of furniture and appliances, any one container of garbage shouldn't exceed 60 pounds.

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Transit . . .

without paying.) If you catch the bus
outside the Inner Loop, you must pay
when you get on .

If you're going to get off on the other
side of the Loop, however, remember to
ask for a receipt which you'll show the
driver when you get off. If you get on the
bus *within* the Inner Loop, however, you
don't pay until you *get off* the bus. It all
makes sense after a few days.

Because of the unstable subsidy
situation for RTS, routes change often.
Evening and weekend service is spotty,
especially on Sunday. Lift-Line, a service
for the elderly and disabled in the city
and surrounding towns, is affiliated with
the RTS.

Call 288-1700 for route, schedule, and
fare information, TTY printouts, and
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Dining Out

pedestrian or a stoplight. In most cases, it's a fast way to get where you're going. There are some difficult points, particularly the "Can of Worms," a scary patch east of Winton Road where several highways cross each other. Traffic is often backed up there during the evening rush hour. Avoid it if you can.

A ride on some city streets is often quite bumpy, and road reconstruction is a constant presence during the summer.

Taxis are not the big thing they are in many larger cities; most here are not even yellow. But they're especially convenient from the airport, bus or train station, where they're usually lined up. Rates, regulated by the county, are: \$1.10 for the first 1/6 mile and 20¢ for each 1/6 mile after that. Each additional person in the cab costs \$1. There's a \$5.50 minimum from the airport and in some of the outer suburbs, depending on how far the cab has to travel to get you. During the day, there's generally about a fifteen minute wait if you call for service in the city. Green, Hamilton, and Town taxis operate 24 hours a day.



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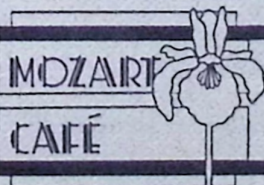
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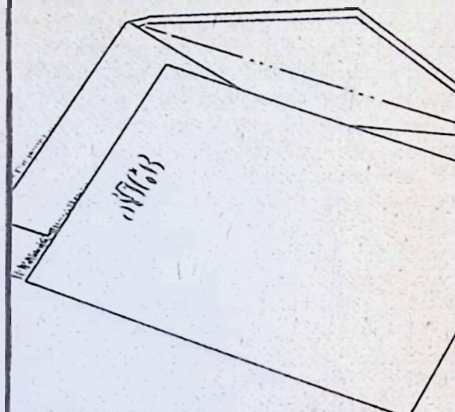
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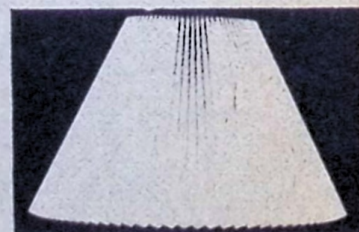
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Newcomer's Rochester

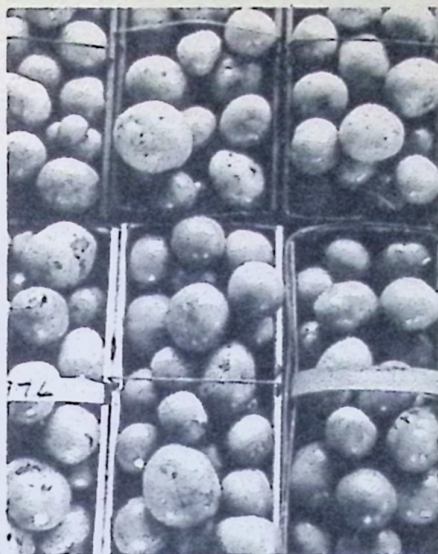
To market . . .

Continued from page 33

the pick of the harvest, but later is better for bargains, when the farmers are clearing things out. The stalls seem to wind around for miles, and there's much more than produce—there are Italian bakery goods, natural foods, cheeses, meats, fresh seafood, live chickens and rabbits, plants and flowers, even clothes. You can breakfast or lunch there, too.

South of the city, off Jefferson and East Henrietta Roads is the lesser known *Regional Market*. There are fewer stands, but it's open five days and has longer hours, from 7 or 7:30 a.m. to 3 p.m. Tuesday and Wednesday, to 5 on Thursday, to 4 on Friday, and to 1 on Saturday. There's produce, cider, honey, cheese and dairy products, seafood (Palmer's), and a butcher (only open Friday and Saturday).

You may want to frequent—or even join—some of the food co-ops around: *Genesee Co-op*, 713 Monroe Avenue; *Just Neighbors*, 420 South Avenue; and *Arnett Food Emporium*, 352 Arnett Boulevard.



Gourmet Shops

When you must have more than a little bit of butter for your bread—some very special preserves, or a cup of Ethiopian Harrar coffee to accompany it—or when

an aristocratic craving comes on—you need to know where to go.

City:

Wegman's, Midtown.

Sibley's, downtown, cookware department.

Continental Bazaar, 144 East Main Street.

Parkleigh Too, 215 Park Avenue. Crabtree and Evelyn preserves, exotic coffees; teas; cookware.

Gelatos, 654 Park Avenue. Homemade pasta.

Marilyn's, 701 Monroe Avenue.

Les Belles Gourmandes, 176 South Goodman Street. A delicatessen.

The Holland Store, 713 Park Avenue. Lots of cheeses.

Village Green Book Store, 766 Monroe Avenue. Also croissants, bagels.

Suburbs:

Besides various small shops, there's the *Pittsford Wegman's*, with an enormous selection.

Ethnic:

Yang's Restaurant, 2828 West Henrietta Road. Asian foods.

Continued on page 36



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Newcomer's Rochester

To market...

Lee's Oriental Food and Gifts, 11 Pullman Avenue, off Lake Avenue. Asian.

Nick's Super Store, 460 Monroe Avenue. Greek specialties.

International Importers of Fine Foods, 845 Bulls Head Shopping Plaza. Greek and Italian.

The Asia Trading Company, 455 South Avenue. Oriental specialties.

Far East Emporium, 653 Park Avenue. Oriental.

Delicatessens, etc.

Many of the larger Wegman's and Stars have deli and bakery departments, as does Bell's Park Edge, which also has a kosher deli. There are any number of small groceries that call themselves delicatessans because they sell a few cold cuts or make sandwiches; our short list selects some of the places with a wider range of meats, cheeses, and salads, with accessibility in mind.

Besides Wegman's in Midtown, southeast city delicatessans include:

Home Grocers, 199 Park Avenue.

Les Belles Gourmandes, 176 S.

Goodman Street. Fancy, continental; pastries.

Northwest delis include:

International Importers of Fine Foods, 845 Bulls Head Shopping Plaza. Italian and Greek.

Petrillo Brothers, featuring Italian specialties, 67 Lyell Avenue.

Marcello's Italian Imports, 444 Lyell Avenue.

J & M Italian Imports, 1074 Lyell Avenue.

Martusciello's Bakery, 229 Saratoga Avenue.

Northeast delis, again Italian, include: *Antonio's Imported Italian Foods*, 1168 Portland Avenue.

Tubiolo Italian Imports, 1388 Norton Street.

Papa Joe's Italian Food Store, 268 Waring Road.

Suburban delis include:

New York City Bagel Company, 1862 Monroe Avenue. Kosher.

The Deli Restaurant, 2100 Monroe Avenue.

Gino's Italian Deli, 3035 Monroe Avenue. Italian meats.

Sausage shops, downtown:

Gsellmeier's, Midtown (also 1729

Monroe and other branches).

Bratwurst Haus, 17 East Main Street and in Midtown Plaza.

And you should, by all means, get acquainted with the "sausage district" on Joseph and North Clinton Avenues.

Bakeries

The list, thankfully, is too long to make selections. The only way to proceed is to try them all, methodically, yellow pages in hand.

Ice cream

The usual assortment abounds: *Baskin Robbins*, *Carvel*, *Friendly's*, and *Howard Johnson's*. A nice treat is *Abbott's* by the lake, 4791 Lake Avenue. The cult favorites, however are:

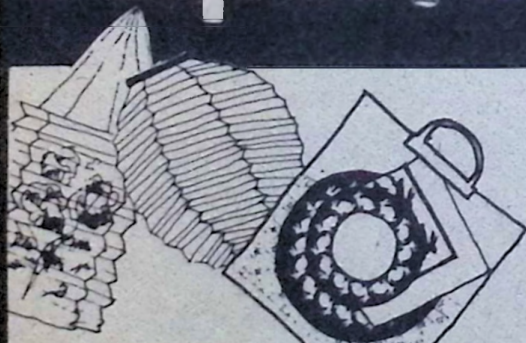
Gelato's, 655 Monroe Avenue. The latest rage.

Louie's Sweet Shoppe, 575 Brooks Avenue. Established.

Winter Blossom, 942 Monroe Avenue. Natural, with honey.

You can buy Haagen Daasz at the Village Green Book Store, Les Belles Gourmandes, and at Wegman's (Midtown and Pittsford).

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Finding an apartment

Apartment hunting is an exhausting sport. It's time-consuming, usually at a time when you don't have much time. And you may have to settle for a little less than you'd hoped for—or have to pay a little more—so you can settle down at all.

But long-time Rochesterians have tips you may find useful. Newspaper ads are an obvious place to look—but in tight-market areas, apartments are frequently rented without advertising.

You can start with a real estate agent, which may or may not entail an additional fee if you decide to take an apartment, or even if you just want to look at the listings. Ask before you act. One agent—who used to do rentals but gave up the headache—recommends poring over bulletin boards in the supermarkets, laundromats, and hospitals of the area you're interested in.

Or ride up and down the streets you particularly like and look for "for rent" signs.

Another alternative, suggested by Coppard's, is to call neighborhood

associations, like the South East Area Coalition or the 19th Ward Association to find out who the larger property owners are—and then call those owners to see if they have anything available. Some associations carry listings themselves.

Generally speaking the Park Avenue/East Avenue area is the most difficult territory to canvass; it's one of the most sought-after areas for apartments, especially for young singles. Park Avenue is walking distance to everything, and the pleasant ambience is magnetic. Corn Hill is also a fashionable address, although the conveniences of life are a bit inaccessible. The South Wedge is up and coming, and the 19th Ward is more popular than ever, especially among university people.

There are finds to the north, in the northeast and northwest, where most people don't look. The housing will cost you less, and you may be taken by the quiet, comfortable neighborhoods there, and by the peripheral ethnicity. If a reasonably decent one-bedroom apartment on the east side or Corn Hill

costs \$300 to \$350, including utilities, and on the southside or in the 19th Ward \$250 to \$300, on the north side you could find a comparable place for \$200 to \$250.

If you have a pet, particularly a large dog, or a dog and a cat, you may have problems. Increasing numbers of landlords are finding it simpler to exclude animals. A cat, or a dog under 30 lbs., however, is often acceptable. A few owners ask for a pet deposit in addition to the standard one month's rent security deposit; it may be half a month's rent.

There are state laws not only against a landlord's discriminating against a potential tenant because of race, but also against refusing to rent to a person or couple with children. Complaints can be directed to the Housing Council in the Monroe County area at 546-3700 or the New York State Division of Human Rights at 325-2367.

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Newcomer's Rochester

Off the presses, on the air

The press

If you're moving here from Cincinnati, Nashville, or Tucson—or even from Guam, chances are you're already familiar with one Rochester-based giant other than Kodak: the Gannett Company, owner of newspapers in those places and dozens of others across the country.

The billion-dollar firm owns the two local papers—the morning and Sunday Democrat and Chronicle and the weekday afternoon Times-Union—along with 81 other dailies, more than any other chain in the country. In Rochester, as in most of the other Gannett cities, the newspapers suffer no daily competition—they're the only game in town.

That means big profits for Gannett. It also means little excitement for the newspaper reader. In Rochester, for instance, the two papers are much the same despite some differences in emphasis and design.

That doesn't mean that it's not worth reading one or both of them. Both the D & C and the T-U carry international and national news from the wire services,

report local news, and include national and local features and sports. Each publish several national columnists, and Doonesbury appears in the Times-Union, which is the flashier of the two papers.

If you rely on The New York Times for your daily fix of news, however, you'll find the day's early edition available in many stores. This is not the 50-cent edition sold in most cities to the west; it's the real thing and costs only a nickel more than it does in New York City.

If you miss your hometown paper, World Wide News on St. Paul Street downtown and the Village Green bookstore on Monroe Avenue carry several dailies and dozens of Sunday editions from the nation's larger cities. (They also carry hundreds of magazine titles.) Wegman's supermarkets also sell many big-city dailies.

Nearly every suburb has its own weekly (most of them large, attractive papers published by Wolfe Publications), full of faces and hometown-style articles, and there are several ethnic and religious publications.

The Patriot is an alternative bi-weekly,

staffed by volunteers, which emphasizes consumer and environmental issues and has a good events calendar. Freetime, available in most record stores and many bars, carries the most complete listing of local music, especially jazz and rock. The gay community has its own newspaper, The Empty Closet.

And City Newspaper (which published this Newcomers' Guide to Rochester) is a weekly news and commentary journal emphasizing investigative reports, political opinion, the arts, and city neighborhood news and personalities. It's City Life section includes a full calendar of local events.

The tube

The big news in Rochester is cable, of course. Most suburban communities are already hooked up, and the city is now in the midst of a two-year installation process, with many areas already serviced. With cable, there are about 30 available stations, including all five city station, several stations from Buffalo, Syracuse, Canada, and New York City,

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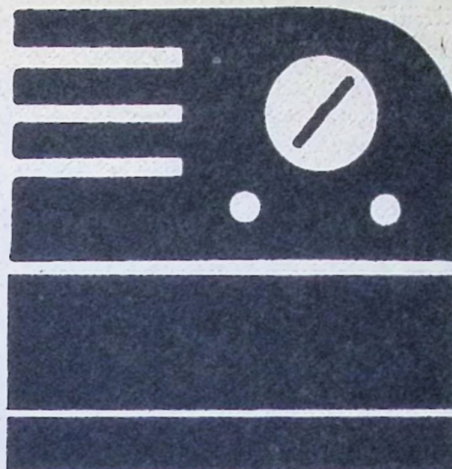
ESPN, Home Box Office, and some other odds and ends.

If you aren't turned on to cable, then you'll be able to catch the five city stations: Channel 8/WROC-TV (NBC), Channel 10/WHEC-TV (CBS), Channel 13/WOKR-TV (ABC), Channel 21/WXXI (public broadcasting) and Channel 31/WUHF-TV (independent; lots of syndicated programs, old I Love Lucies, good movies). By installing a good antenna, you can receive stations from Buffalo and Syracuse.

The airwaves

Rochester is not what you would call an innovative city when it comes to introducing new radio trends. Compared to New York and California, we're a small, conservative market. But the city does have both the tried-and-true radio formats and occasional bright spots.

WXXI, 91.5 FM, is the public radio station in town and the only place you'll be able to regularly listen to classical music on the dial. WCMF, 96.5-FM, plays progressive rock, local talent, and is one



of several stations which offers a weekly jazz show. WSAY broadcasts the Red Wing baseball games and both WHAM, 1180-AM, and WSAY, 1370-AM, carry popular rush hour shows and evening opinion call-in programs.

The AM stations: WBBF, 950, adult contemporary.

WNYR, 990, country.

WHAM, 1180, adult contemporary.

WPXN, 1280, middle-of-the-road

WSAY, 1370, middle-of-the-road.

WWWG, 1460, Christian, ethnic.

The FM stations:

WRUR, 88.5, U of R student station; jazz, classical, folk, rock.

WITR, 89.7, RIT student station; reggae, bluegrass, blues.

WGMC, 90.1, jazz, ethnic, community programming.

WRHR, 90.5, album rock, community, educational.

WIRQ, 90.9, educational, musical variety.

WXXI, 91.5, public broadcasting.

WMJQ, 92.5, album rock.

WCMF, 96.5, rock-progressive.

WPXY, 97.9, adult contemporary.

WHFM, 98.8, top 40.

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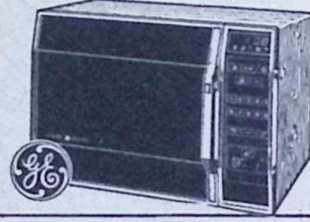
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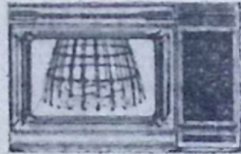


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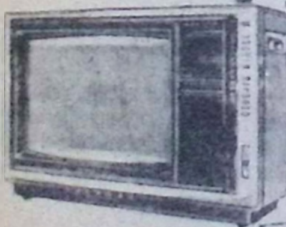
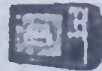
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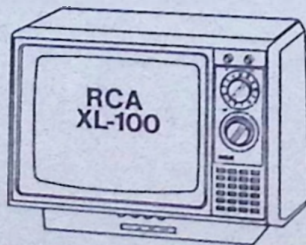


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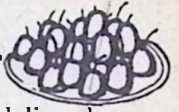
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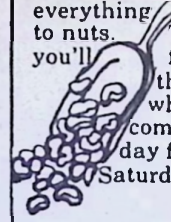
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Newcomer's Rochester

Where to get those jeans, shoes . . .



If not a joy forever, shopping is at least a dire necessity. As anywhere else, Rochester has everything from the small specialty shop to vast acres of shopping malls.

Downtown

In the city, shopping begins with a classic confrontation in the middle of Main Street: the two largest department stores in Rochester, Sibley's and McCurdy's, facing off on opposite sides of the street.

Enclosing McCurdy's is *Midtown Plaza*, which houses among its 88 shops a wide variety: a record store, grocery, cheese shop, leather goods shops, book and stationery store, and clothing shops, from those with moderate prices, like Lane Bryant, to the trendy, youth-oriented

Brooks and Casual Corner and the more expensive, traditional, McFarlin's and Forman's.

Sibley's and McCurdy's downtown stores run the gamut of all the goods the world has ever known, including housewares and hardware; and they both have bakeries and sweet shops and places to eat. Sibley's is part of Associated Drygoods, which also owns Lord and Taylor's, and Sibley's has begun to pick up a Lord and Taylor image. McCurdy's remains locally owned.

Despite their numerous suburban branches, both McCurdy's and Sibley's remain committed to downtown, and the stock is best at their downtown stores.

City-owned parking garages underneath Midtown and behind Sibley's offer free parking evenings and

Saturdays. At this writing, Sibley's was open until 7 each weekday evening and until 5 on Saturdays; Midtown Plaza stores are open until 9 Tuesday and Thursday evenings, until 5:45 other days.

Downtown is more than the Midtown-Sibley's complex, however, and it's worth your while to wander around and explore. The largest branch of the city's largest book store—Scrantom's—is about two blocks from Midtown-Sibley's. And a few smaller stores like Whillock's (Rochester's answer to Brooks Brothers), Rochester Art Supply, and Weninger's (horseback riding clothing and equipment) have existed quite nicely off the beaten path downtown for years.

Continued on page 4

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Newcomer's Rochester

Shopping...

Elsewhere in the city

The *Park Avenue* style has a lot to do with the area's shops: its boutiques, antiques shops, specialty spots, cafes, and bars. Its commercial area extends from Alexander Street to Culver Road and is densest from South Goodman to Oxford Street and from Vassar Street to Culver.

Nearby, *Monroe Avenue* features alternative and some specialty shops. Although it's built up commercially all its long length to Pittsford, its bohemian stretch extends mostly from Boardman to Dartmouth Streets. (Sears sits between S. Union and Alexander Streets.) After Cobbs Hill it's (mostly) fashionable suburban shops all the way.

Exploring Rochester's neighborhood commercial areas will unearth some fine, non-boutique specialty shops. You'll find good women's clothing shops in the East Avenue-Winton Road area, for example; three excellent book stores in the Park-monroe area; a restoration supplies business on South Avenue; a lapidary on North Winton; excellent bike shops

tucked away on Pearl Street, Park Avenue, and Culver Road; and the super-trendy shop of them all, Park Avenue's lively Parkleigh, a clothing store, soap shop, kitchen shop, and jellybean dispenser masquerading as a pharmacy.

And neighborhood hardware stores throughout the city offer huge helpings of personal service, advice, and stock for old-house renovations.

In short, although the larger shopping areas can fill almost every need you have, you're limiting your variety—and your experiences—if you overlook neighborhood areas.

Suburban commerce

Besides Monroe Avenue (31), there are two other major routes lined with stores: *Ridge Road* (104), both East and West, to the north, and *West Henrietta Road* (15), heading due south. On these roads you'll find stores catering to most of your caprices. Driving along in traffic that will carry you faster than you can perceive peripherally, you'll find your eyes

swimming with shops and fast food places.

Malls

All the large malls but Midtown lie beyond the city limits. *Eastview Mall* on Route 96, past Pittsford, is the grandest of the shopping palaces with almost 100 shops. Sibley's, McCurdy's, and Sears are all represented there, as well as the predictable variety of jewelry shops, sports shops, and youth-oriented clothiers like the Limited.

The other big hunting grounds are: *Longridge Mall*, with Sears and McCurdy's among its 60 shops, and *Greece Towne Mall*, with Sibley's among its 54 shops. They are adjacent to each other on West Ridge Road past Kodak Park.

Among the small malls in the suburbs, which generally provide more selective shopping, with trendier shops, are:

Brighton Commons, Monroe Avenue at Twelve Corners (Winton Road and Elmwood Avenue), 18 shops.

Continued on page 43

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Shopping . . .

Clover Commons, Monroe Avenue and Clover Street, 16 shops.

East Rochester Village Mall, center of town.

Perinton Hills Mall, Route 250 and Pittsford-Palmyra Road.

Opening in Henrietta in October (on Jefferson Road at East Henrietta Road) will be the biggest mall of all: Marketplace Mall. The super-shopping-center will have five major retailers and 175 small specialty stores.

Plazas

Plazas, each with their one or two supermarkets and many with their own movie theater, dot the suburban landscape. Some of the largest of these are:

Pittsford Plaza, Monroe Avenue past Clover Street, 42 stores—including a giant Wegman's and two of the area's most popular jeans shops, Old West and Shed House.

Panorama Shopping Center, Penfield Road and Panorama Trail, 34 stores.

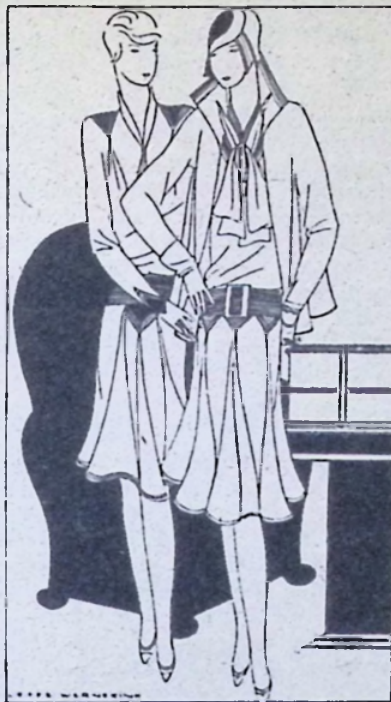
Southtown Plaza, Jefferson and West Henrietta Roads, 36 stores.

Westgate Plaza, Chili Avenue near Route 47, 40 stores.

Eastway Plaza, Empire Boulevard and Bay Road, 21 stores.

Villages

To recreate the sense of heading out in one's coach or carriage—or on one's barge down the Erie Canal—to fetch a few items from the village, try Pittsford's *Northfield Commons*, 50 State Street, and the adjacent *Schoen Place*; and Fairport's *Village Landing*, on Route 250 by the Barge Canal.



Miscellany

You may like one-stop shopping, in department stores, malls, or plazas. On the other hand, you may enjoy looking for stores that specialize. The Yellow Pages in the telephone book—and the usual sources of ads—will guide you to the area's wide variety of stores, large and small, specializing in cameras, camping goods, appliances, furniture, plants, interior-design items, needlework supplies, skis, ballet shoes, paint, pet supplies

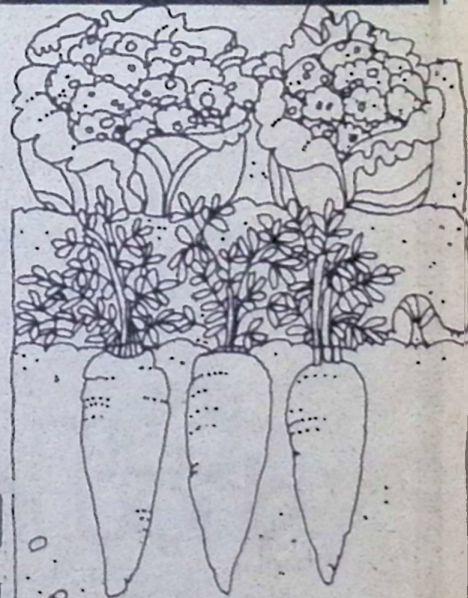
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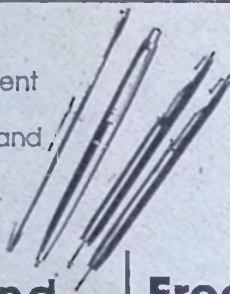
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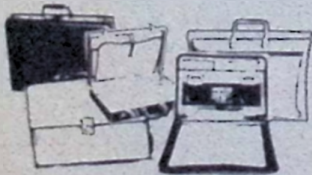


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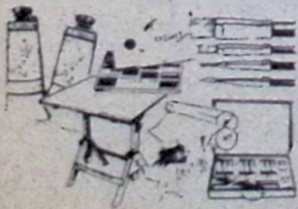
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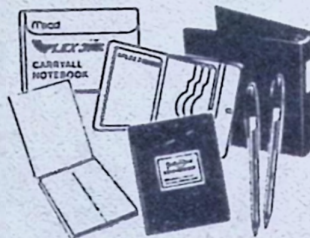
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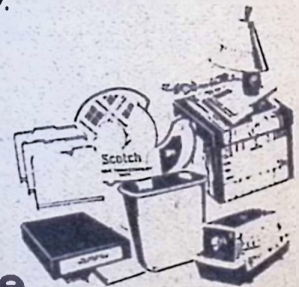
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Newcomer's Rochester

School days

There was once a time when most parents gave little thought to which school their children would attend. The nearest public school was the automatic choice.

Now, because of a changing society and changes in public school systems, there's a wide variety of public, private, and parochial schools in many cities, and Rochester's no exception.

Within the city's public school system itself, there are numerous choices, at every level. You may want to opt for the easiest choice—sending your children to the neighborhood school—or you may want to investigate the alternative.

Like most urban school districts, the Rochester system continues to go through strong belt-tightening, but the program is still a good one, and in most elementary schools you'll find at least a part-time music and art program in addition to the basics.

In addition, there are several elementary schools with special programs. Each area of the city has its own "MAP" (Major Achievement Program) school, for bright children in grades 4 through 6. (Discuss with teachers whether it's best for your bright child to attend this kind of specialized school, or whether you and your child will be happier with a more heterogeneous grouping.)

The district is also well into developing a system of magnet schools—schools specializing in a particular academic field. Magnets are now available for junior high and some senior high students in science and technology, the performing arts, occupational and technical training, and a rigorous study of classic academic subjects. There are also magnets in science, and liberal arts, for grades 6-8.

More magnets are planned, but the district's financial problems make major expansion of the magnet system questionable.

The district was a national leader in establishing an open-education public-school program, the World of Inquiry, a unique elementary school so popular that it has a waiting list.

The district's Interim Junior High and School Without Walls are popular alternative schools at the secondary level.

Throughout the country, city schools are fighting image problems, and the Rochester district is no exception. But Rochester's standardized test scores are above the state average and are rising.

At the high school level, course offerings vary from school to school, but at some schools you'll find an impressive array of college-prep courses, as many as

five foreign languages, and high-tech offerings like third-year computer science.

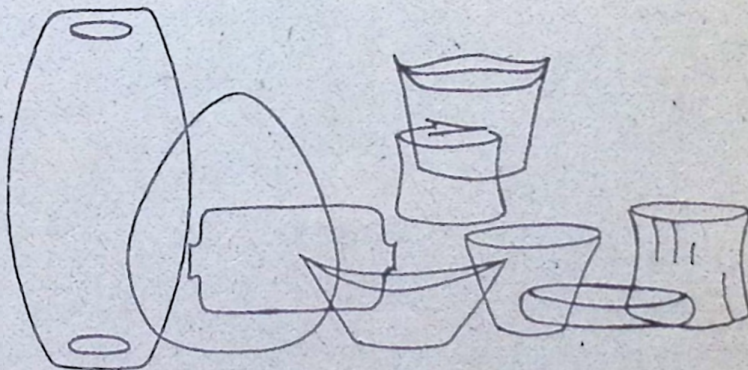
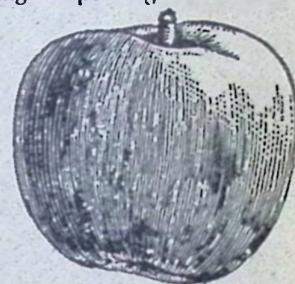
What's best for your child? Get acquainted with public, private and parochial school offerings. The city School District will be happy to send you packets of information on the magnet schools and other schools open to your child, and discuss with you your child's needs and options.

Visit your neighborhood school and other schools you're considering. Talk with parents of children enrolled in those schools—and contact the neighborhood association serving your area.

In non-public schools: the Rochester Catholic Diocese has an extensive system covering kindergarten through 12th grade, and officials will be happy to discuss with you your choices. In addition, there are several schools run by other religious organizations and churches, and two excellent college prep day schools, Allendale-Columbia and Harley.

For children with special problems—physical, emotional, or learning-handicapped—there are several strong programs, some within the city and suburban public school systems, some in privately or institutionally operated settings. Your physician and agencies like the Al Sigl Center will be able to help you find the best program for your child.

And families with special language needs—new immigrants, for example—should contact the City School District for information on its extensive program for bi-lingual and non-English-speaking children.



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Newcomer's Rochester

Kid fun

For children, moving to a new town is like moving to a new planet. And in Rochester there's lots to explore and claim as one's own.

One of the best ways to take in the city's atmosphere is to attend one of the fairs that fill up the calendar: seize the season and its current celebration. In the spring there are egg hunts at Easter and the famous *Lilac Festival* in Highland Park; in the summer there are terrific fireworks on the *Fourth of July*, several neighborhood festivals, the *WBBF Raft Race*, and the *Monroe County Fair*; in the fall there's the *Country Fair* at the Stone-Tolan House, the *Harley School Book Fair*, and the Junior League-sponsored *Haunted House*; and in the winter, beside Christmas, there's a gala *I Love Downtown* on Valentine's Day.

You expect the science and art museums, the library, perhaps a zoo, and somewhere around, an amusement park. You get much more than you might expect at these places. The *Rochester Museum and Science Center* (and its *Strasburgh Planetarium* and *Cumming Nature Center* especially), the *University's Memorial Art Gallery*, and the *Rundel Memorial Library*, 115 South Avenue (428-7300), are fine, good-sized institutions, offering many special programs and classes for children. Besides the city's *Seneca Park Zoo*, 2222 St. Paul Street (266-6846), there's the *Humane Society's Lollypop Farm*: with its domestic and exotic animals, at 99 Victor Road, Fairport (223-1330), and *Monroe County's Springdale Farm* in Northampton Park (352-5320), with its barnyard animals, gardens, pastures, fields, orchards, pond, and trails—with free classes in farm skills.

And there are amusement parks: *Sea Breeze*, and *Olympic Park* in Rochester, and *Roseland* in Canandaigua.

What you might not expect are:

- *Edgerton Park's Model Train Exhibit* and *Mini Train Museum*. Edgerton Park Recreation Center, Bloss and Backus Streets. 428-6760. With seasonal dioramas.

- *Highland Park's Garden Center of Rochester and Lambertson Conservatory*. The Garden Center is a small castle, 5 Castle Park, and the Conservatory is always an eye-ful, with its stunning floral displays, Mt. Hope and Reservoir Avenue.

- *NTID (National Technical Institute for the Deaf) tour*. Rochester Institute of Technology, 1 Lomb Drive.

- *New York Museum of Transportation*. Riverton. 533-1113. Trolleys.

- *Temple Beth Kodesh*. 2131 Elmwood Avenue. 244-7060. The Temple keeps a museum of Jewish culture.

- *Victorian Doll Museum and Chili doll*

Hospital. 4332 Buffalo Road, North Chili. also a store and repair workshop.

- *Ward's Natural Science Establishment*. 3000 East Ridge Road. 467-8400. A rock dump with rocks and fossils.

And there's much more, as detailed in "Kidding Around Rochester," and amazingly thorough guide to activities for children, by Tib Cupery and Mary Beth Pratt.

To learn how the real world works—particularly how it works in Rochester—children may be interested in a tour around a business or civic institution. If the schools aren't taking them on field trips to the places they're interested in, consult "Kidding."

Midtown Mall and *Long Ridge Mall* usually have diversions for the children, so they won't be overly bored when you're shopping there. You may want to splurge a little and take the children to the state's only revolving restaurant, atop the First Federal Building, *Changing Scene*. Its glass elevator ride is also a treat. Generally a wonderful way of getting to know the city and introducing to other cultures at the same time is to plan an occasional family dinner at different ethnic restaurants about town.

In the arts there are quite a few

programs for children. The *Rochester Philharmonic* has a children's concert series. For talented junior and senior high school students, there's the *Rochester Youth Orchestra*; write to the RPO, 20 Grove Place, or call 454-2620 for information. *Young Audiences* takes performing arts into the schools. The *Tic Toc Players* stage plays for children. Many community theaters have children's plays too, and some, like the *Rochester Community Players*, run children's workshops. And NTID drama is as fascinating to children as it is to adults.

If you'd like to bring a magician, clown, or puppet show to a children's gathering, try the Yellow Pages. And don't forget Rochester sports when you're planning excursions.

The local recreation centers offer strong programs, as do the YMCA, the YWCA, the JCC, and other community centers. Besides the Boy Scouts, the Girl Scouts, the Boys' Club, Campfire Girls, and 4-H Clubs, there are the area's sporting societies, which often welcome families, including: the *Rochester Bicycling Club*, the *Southeast Y's Nordic Ski Club*, and the two bird-watching clubs (*Rochester Birding Association* and *Genesee Ornithological Society*).



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Getting your feet on the ground

When you first move to a new city, finding people who have something in common with you is one of the best ways to feel at home quickly.

Rochester has a mind-boggling number of special-interest organizations—social, political, sports, educational, religious, cultural, social service. . . the telephone book's Yellow Pages are an obvious, and a good, source for names of such groups.

There's one type of organization, though, that you won't find listed there, and for newcomers to the city of Rochester, those groups are among the most helpful in solving problems, answering questions, or just helping you get acquainted. Those are the neighborhood associations.

Larger ones include the 19th Ward Community Association, the North East Area Development group, and the

Southeast area Coalition, with offices and staffs. There are numerous small groups, some covering only a few blocks of a neighborhood. Much of the city is served by such organizations; you can find out what your neighborhood association is by calling the city's Office of Public Information, or by calling one of the neighborhoods reporters at City Newspaper (244-3329).

Rules of the house

House rules are always a tricky thing. Visitors in other people's houses usually manage to intuit them. Newcomers to a town, however, sometimes don't find out what local regulations are until they break them and an officer of the law comes knocking at their door.

If you were to name your house and put up a sign, then erect a 40-foot flagpole, set up a 20-foot TV antenna, cover your house with metal siding, and install a fire escape system, you'd require a building permit five times over.

You don't need a permit for ordinary repairs, for gutter installation, for non-metal siding, or for private sidewalk repair. But you do need a permit for additions and structural changes, conversions, modification of windows and doors, metal siding, fire escapes, fire damage repairs, demolition, permanent fences or walls, chimneys (installation/replacement), swimming pools, paving, heating units, canopies and marquees, fuel tanks, and elevators.

If you live in a preservation district, additional considerations may apply; call 428-7062.

Most electrical work requires an electrical permit and must be inspected. Exceptions are: replacement of directly interchangeable devices and work that is less than 25 volts.

As far as plumbing goes, you may change a washer in a faucet and apply a rubber plunger to a drain, but for anything else, you need a plumbing permit.

For permit information and application procedures, call the city permit office at 428-6526. A pamphlet on building permits, along with other city brochures, may be obtained by calling Public Information at City Hall, 428-7135.



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Newcomer's Rochester

City living

A doughnut, with the hole left in.

That's the simple organizing principle behind the Inner Loop, which circumscribes the downtown business district, and the Outer Loop, as yet unfinished, which cradles the central and southern sections of the city, from East Ridge Road (Route 104) by Irondequoit Bay down around to the airport and back up again to West Ridge Road. Eventually the Outer Loop will curve about Route 104 and complete a very thick doughnut.

The skyline of the doughnut's center has several distinctive high points: two older structures, Kodak (actually just north of the Inner Loop), and Times Square, the shorter, art deco tower; and three modern towers, the gold First Federal, with a revolving restaurant on top (the view is recommended), the white Lincoln First, and the black Xerox.

The residential areas, or the doughnut proper, may be seen as four major quadrants, divided by Main Street (running east-west) and by the Genesee River (running north-south).

Southeast

The southeast is Rochester's cultural center, with the University of Rochester's Eastman School of Music and Eastman Theatre, the International Museum of Photography/George Eastman House, the Rochester Museum and Science Center, and in its southern corner along the river, the University itself. It contains Cobbs Hill and Highland Parks, the city's two reservoirs, and half of Genesee Valley Park.

Along East Avenue, a preservation district, the city's great churches alternate with the city's great Victorian mansions, many of which are divided up into apartments or condominiums; some are inhabited by organizations like the Historical Society, the Arts Council, and the Boy Scouts. There are some elegant gardens here, notably those of Eastman House, the museum, and the Historical Society (Woodside).

Parallel to East Avenue runs the narrower Park Avenue, which lends its name to an area that is country cousin to New York's Greenwich Village or Boston's Cambridge, with its fashionable specialty shops, art galleries, and bookstores. On the east side, generally around East and Park, young professionals own condominiums, professionals and their families live in houses, and young people rent apartments.

Monroe Avenue, a major commercial artery cutting diagonally across the southeast down to Brighton and Pittsford



(two of the more monied suburbs), begins bohemian and finished fairly chic middle-class. It's a bastion of alternative culture, with a food co-op, vegetarian eating places, and the offices of gay organizations.

To the south lies the *South Wedge*, defined by South and South Clinton Avenue and Linden Street, a racially and socially integrated, close-knit neighborhood currently undergoing a surge of rehabilitation. Remnants of the area's "pioneer" flavor are rapidly being changed by an influx of new residents, and businesses, which include art galleries, a food co-op, several new restaurants, and a smattering of specialty shops.

An old German neighborhood, *Swillburg*, is located off Monroe along South Clinton. The section is essentially residential although small businesses front Clinton.

The *Highland Park* neighborhood, encircling the park and the state hospital east of Mt. Hope Cemetery and the U of R River Campus, and running past the U of R Medical Center and Strong Memorial Hospital, is filled with University faculty, staff, and students. There is also, as there is in the South Wedge and Swillburg, a sizable elderly population.

One neighborhood in the southeast is

Continued on page 52

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Newcomer's Rochester

City living...

Continued from page 51

really right downtown: *Grove Place*, one of the city's five preservation districts. It consists of several blocks of exceptionally nice townhouses and some Victorian houses on and around Gibbs Street past the YMCA, near the Eastman School.

Most of the southeast neighborhoods have strong neighborhood groups, many of them joined in the umbrella organization of the South East Area Coalition (SEAC).

Southwest

Across the river from the U of R lies the 19th Ward, the city's most densely residential section, an established, multi-racial family neighborhood with lots of trees. The quiet is penetrated regularly by airport traffic; but the area is a popular one with some fine houses, and many University faculty and students live here. On this side of the river is the rest of Genesee Valley Park, including its swimming pool and lighted tennis courts. The 9th Ward Neighborhood Association is a



vital force.

Corn Hill, a plum of the preservation districts, occupies the northeast corner of the area near the river and downtown. Its

elegant brick houses are among the oldest in the city and feature ornate wood and iron-work. Very much a neighborhood, Corn Hill celebrates itself—its restoration, its crafts, its residents' eclectic lifestyles—in a yearly mid-July festival. The population is increasingly professional (including artists and craftspeople).

The *Third Ward*, between the 19th Ward (Genesee Street) and Corn Hill, is a largely black neighborhood, with some Hispanics. Housing is predominately low to moderate-income. It's served by the South West Area Neighborhood Association.

Around West Main and Genesee Streets there's a primarily commercial area known as *Bullshead*, a mostly black and Hispanic section that's in the process of being revitalized.

Northwest

The character of the northwest changes substantially as you move in the direction of the lake. Residential areas in the vicinity of Main Street—on either side of downtown—tend to be rundown, mixing with the city's commercial fringes. These conditions continue farther north, again both east and west, than they do south. Then the urban landscape gives way to the more solidly residential, with small, neat lawns and individual houses.

An exception to the rule, the *Susan B. Anthony Preservation District* is a tiny historically and architecturally important pocket off of West Main Street, between Madison and King Streets. The house for which the area is named, Susan B. Anthony's home at 17 Madison, is kept up as a museum by a devoted society.

Around Lyell Avenue and Mt. Read Boulevard, there's *Dutchtown*, a working-class, patchwork neighborhood of black, Hispanic, Italian, German, and other ethnic groups.

Edgerton, to the east of Dutchtown, is an Italian neighborhood of predominantly single-family houses, with some doubles. Edgerton's star is fast rising: with a wealth of architecturally valuable houses and with rehabilitation well underway, the neighborhood is becoming a highly desirable place to live. Its business district lies along Driving Park Boulevard and Lake, Lyell, and Dewey Avenues and is scattered with Italian restaurants and bakeries.

Stretching to the north, *Maplewood* is an essentially white, residential, family area popular with employees of Kodak, Dupont, 3M, Rochester Products, and

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Continued on page 53

City living...

Delco employees. Quite a few apartment buildings are interspersed with the houses, generally along the commercial streets of Dewey and Lake Avenues and West Ridge Road. Kodak Park's factories dominate the northern limits of the area, and Maplewood Park borders the river.

Beyond Kodak Park, extending to the lake, lies *Charlotte* (pronounced Sha-LOT), a white working class neighborhood. Lake Avenue's businesses and storefronts continue to Ontario Beach Park, with a number of restaurants, bars, pizza, and ice cream places.

Northeast

The northeast is something of a mirror image of the northwest laid on its side. *Marketview heights*, bordering on the commercial area of North Goodman Street up to Clifford Avenue, is a blend of blacks, whites, and Hispanics; of families, seniors, and singles. The Public Market, in the heart of the area, attracts a great influx of customers. Some renovation is underway, and the Marketview Heights Association and the North East Block Alliance nurture the sense of a community.

Over to the west, just north of the Genesee Brewery, there's a large network of very diverse neighborhoods, known by no name commonly but joined by its zip code, which its neighborhood association has taken up, 14621. Its western side is more black and Hispanic, and the rest is a potpourri of Ukrainians, Poles, Italians, Germans, and American Indians. The neighborhoods near the Rochester School for the Deaf on St. Paul St. are mostly white. Along the river there's Seneca Park, and on Norton Street there's Silver Stadium. On the commercial side, the area features some of the city's best pizza and homemade sausage, with a smattering of ethnic groceries and bakeries.

The widespread area to the east of Marketview Heights, defined by University Avenue and Norton Street to the city line, can be classified by the name of its coalition of neighborhood associations, *North East Area Development*. The parts of the whole include Homestead Heights, Beechwood, the North East Triangle, and Browncroft. Within the area you find large industries, small businesses, and residential sections—generally integrated; black, white, and Hispanic. The business district extends along University and Atlantic Avenues, Winton and Culver Roads, and East Main St. set apart from the rest of the NEAD area is Browncroft, a group of streets with groomed expanses of lawns and large, expensive homes; the atmosphere is fairly suburban.

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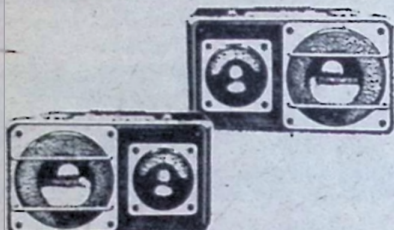
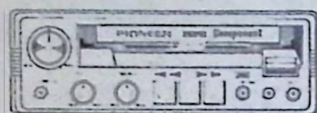
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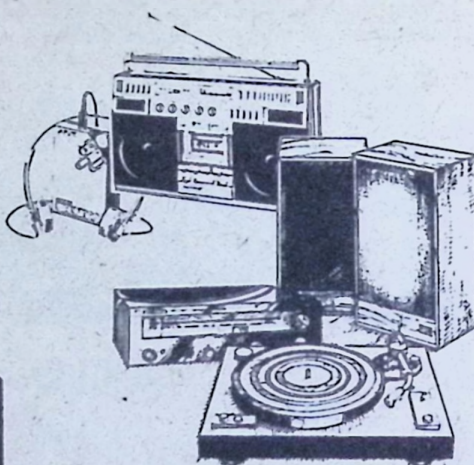
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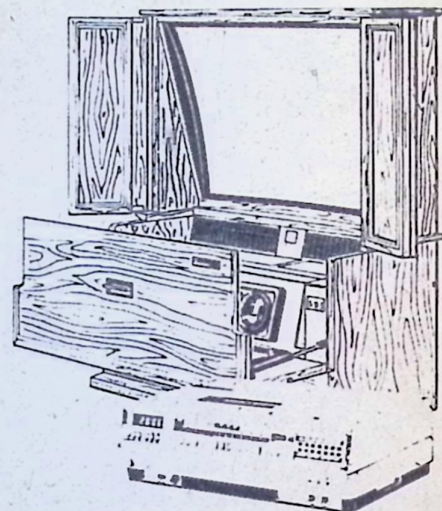
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Newcomer's Rochester

Out in the suburbs

Unlike many metropolitan areas, you can live in a Rochester suburb and drive into the heart of downtown Rochester to work or shop within a few minutes.

Rochester suburbs range from small rural towns to neighborhoods with dense populations—from Victorian villages to areas dominated by typical suburban-sprawl developments.

The following is a description of the most close-in suburbs, starting in the far northeast and circling around the city, clockwise.

Directly north of the city there's *Irondequoit*, which runs up to the lake. It ranges from lower-middle to upper-middle class, mostly middle and lower middle, with some wealthier sections, and there are quite a few older people. Irondequoit enjoys the city's Seneca Park on the river and the city's Durand Eastman Park on the lake. On its east side, it's bounded by Irondequoit Bay.

Webster sits on the other side of the bay and is fairly rural, although many developments have sprung up. It's known for its farmer's markets, with especially good pumpkins and apples. Xerox is located there.

South of Webster, to the east of the city, lies the pleasant suburb of *Penfield*. It's woodsy, with space between the houses, both older and newer; its taxes are reasonable and the school system is good. And it boasts Thousand Acre Swamp, one of the last remaining wild areas in Monroe County.

East Rochester, south of Penfield, has housing that is denser and a business district considerably less glossy than its neighbor suburbs. There is a sizeable Italian community.

Below East Rochester comes *Pittsford*, one of Rochester's gilded addresses, although it has its share of unimaginative suburban developments. Pittsford Village is a picturesque, New England village, and Northfield Commons and Schoen Place are tasteful collections of small shops. Along the Barge Canal there's a long stretch of park, much used by runners and bicyclists. The schools are Pittsford's pride, and both Nazareth and St. John Fisher Colleges are located there.

Fairport, east of Pittsford, is a blend of older houses, in and around the village, and newer developments. Like its neighbors, it has its oasis of specialty shops, the Village Landing complex. The school system is good, and the town has the advantage of Fairport Electric, the cheapest electricity around.

Further south is *Perinton*, a lot of nice developments in the country. Bushnell's

Basin is another quaint village, and Powder Mill Park is a distinctive park with fish hatcheries, a ski slope, and lots of areas for walking and picnicking. Also in Perinton is Monroe County's only vineyard, Casa Larga.

Just south and east of the city, there's the established, wealthy suburb of *Brighton*. There are mansions and big old houses, newer houses comfortably settled in among lush landscaping and well-groomed apartment complexes. Brighton attracts both older and younger professionals, and its schools are Pittsford's archrivals. The JCC on Edgewood Avenue serves the strong Jewish community. At first, Twelve Corners—the massive intersection of Monroe, Winton, and Elmwood Avenues—is bewildering, but its shops and those on Monroe provide residents with nearly every need.

Unfortunately for its inhabitants, there are a lot of jokes about *Henrietta*. It's a tree-poor, southern suburb sprawling with developments and shopping centers and it's the site of the

once-controversial Marketplace Mall, a mall to end all malls. It's also the home of the Rochester Institute of Technology, a center for the sciences, crafts, and especially photographic arts, with the National Technical Institute for the Deaf also on the spacious campus; the Regional Market, a year-round farmer's market, with dairy products, seafood, and wholesale goods; and industries, like branches of Xerox and Itek.

Henrietta also has the Monroe County Fairgrounds and the Dome Arena, where various sporting events and concerts take place. Many young families start out in Henrietta; housing is very reasonable.

To the southwest extends *Chili* (pronounced Chy-lye), which is very much country and farmland, except for the commercial district toward the city. Its atmosphere is small-town, and people know each other; their children play organized sports together. Economically Chili is middle and upper-middle class, for the most part, and it has Roberts Wesleyan College.

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Welcome

to City Living

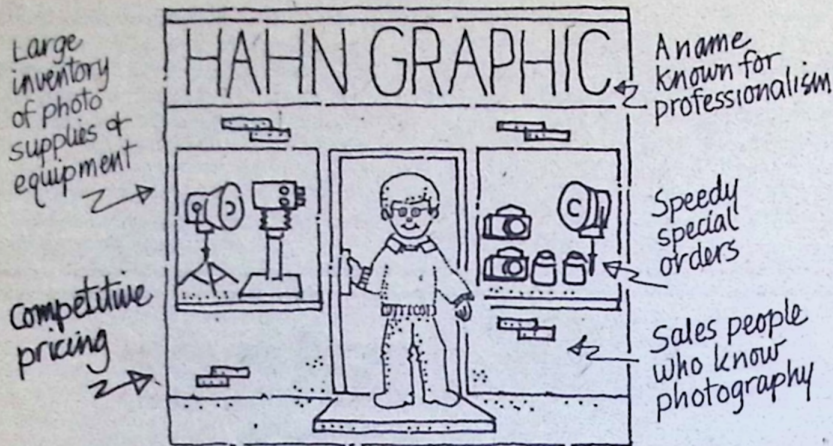
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Suburbs . . .

Like Chili, Gates, due west of the city, is a place where neighbors are known. It is considerably more developed, however, with many apartment complexes and some sprawl. The income bracket is middle and lower-middle, with increasing numbers of Kodak employees arriving; Kodak Elmgrove, which continues to grow, is situated here, along with other small industries. There are quite a few Italian families.

To many, Greece, in the northwest, seems annexed by Kodak; employees of the company swell the suburb's ranks. To others, Greece is shopping malls: Longridge and Greece Towne. It is a highly developed area commercially, although its sprawl has been checked by zoning in recent years; unfortunately its wetlands are being lost to development.

But there are many ponds, and the lake; and the town owns what was Braddock Bay State Park, a fine beach with a notable hawk lookout. Once farming country, the town has quite a few old houses. Many elderly people live here, and there are Italian sections; it is generally middle to upper-middle class. The largest of the suburbs, with a population of over 82,000, it seems to be itself a small city, minus a downtown area.



The Rochester (architectural) style

by Ada Fan

Architectural styles come and go, each wielding its influence over a cityscape. Rochester is no exception. Rochester, in fact, is exceptional in its preservation of the architectural waves that have swept over it.

"Rochester is a microcosm of the development of architecture in America," says architectural historian Jean France. "It's solid architecture, not showy."

"The city has good examples of every style," says Landmark Society executive director Billie Harrington, "From the earliest settlements in the late 1700's to today."

"Each of the preservation districts—each neighborhood, in fact—has a distinctive charm of its own. The variation is extremely interesting—I don't think I've seen a neighborhood without this character."

As outlined in the Landmark Society's "Landmarks of Rochester and Monroe County," by Paul Malo (available at the society and local bookstores), the city has passed through several discernible stages. From the time of the first settlers to its coming of age as a city, Rochester(ville) was filled with buildings in the Federal style, a post-Georgian phenomenon also known as post-Colonial. The style remained influential up to the Civil War and resurfaced at the end of the 1800's as Colonial Revival.

In the 1830's, Greek Revival entered the town and made itself at home for over 50 years, enjoying its heyday in the 40's. "The major growth of the city occurred in the 1830's, after the canal was built," says Billie Harrington, "so, of course, the prevailing style was Greek Revival. We used to be known as a Greek Revival town, until all those old buildings were torn down for the expressway. But we still have some outstanding examples." The society's Campbell-Whittlesey House on South Fitzhugh Street and the Historical Society's Woodside on East Avenue are two such examples.

The tastes of the mature 19th century have given many parts of Rochester a certain look. Romanticism infected the age, and three styles—Gothic Revival, Italianate (after the Italian country villa), and Second Empire France—were much in vogue, all of which we know vaguely as "Victorian." Second Empire, according to Paul Malo, is an even more high-flown style than Italianate, which is vertical, with extended eaves, cupolas and towers, columns and balustrades.

In the 1870's, notes Malo, houses in the "Eastlake" mold (after the English furniture designer) began appearing: "Frame houses of picturesque composition and elaborate form, steep roofs, and rather flat walls." Gables and porches were also characteristic. There followed "Richardsonian" houses, in a Romanesque tradition, which were, Malo slyly comments, as "robust and rotund" as

architect H.H. Richardson himself; this is also called "shingle style." A heavier look still was introduced with the Queen Anne style in the 1880's, taken up by Rochester architect Harvey Ellis, under the influence perhaps of the English Richard Norman Shaw.

"Most of our old houses date from the 1870's to the 1890's," notes

Continued on page 58

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Style . . .

Jean France. "I remember once driving with my husband on the westside and commenting on the mile or so of 1880's and 1890's houses we'd passed. My husband, who knows something about demography, pointed out that this was the result of the waves of immigrants arriving at that time." France adds that people generally picked their house designs out of pattern books, something a builder might receive by mail. "Or a builder might put up a house, and other people would order one like it."

After the turn of the century, Claude Bragdon, another Rochester architect, was building buildings like the First Universalist Church on South Clinton Avenue, which were blends of preceding styles. It was at this time that the Frank Lloyd Wright house on East Boulevard was constructed, under that architect's watchful eye.

Although not in the vanguard of modern architecture, Rochester has kept in touch with the more avant-garde in such work as Rochester designer James Johnson's Powder Mill Park "mushroom house," I.M. Pei's Wilson Commons at the U of R, and Louis Kahn's First Unitarian Church on South Winton Avenue.

It is Rochester's basic conservatism that has kept its architectural background in the foreground, says Jean France. "Rochester is a place where people own their own houses, and where neighborhoods are important —and they used to be even more important when you couldn't get away from them in five minutes. People sat on their sunporches and talked to their neighbors who were out walking, or riding slowly by."

"They wanted their houses to look alike, but not too alike. They didn't want them to look exactly like their neighbors,' but they didn't want them to look strange, either." (Thus the standard pattern books.)

Although there's obviously been European influence on architecture in Rochester, France says, "We have a consciously American architecture. Fashions have been set by European Greek Revival and by English Queen Anne, but you have to remember that they weren't building much in Europe in 1880. In England they might be building hundreds of houses, but in America we were building

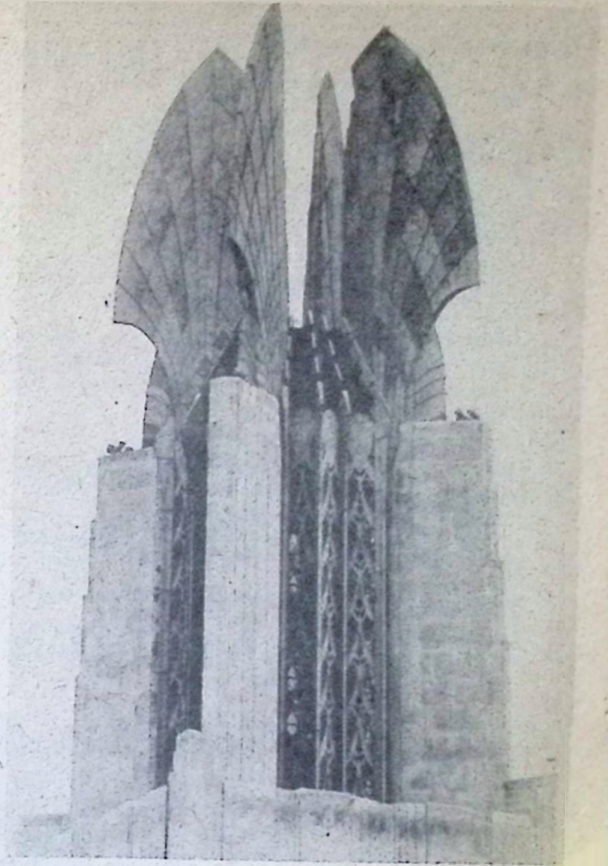
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The George Eastman House

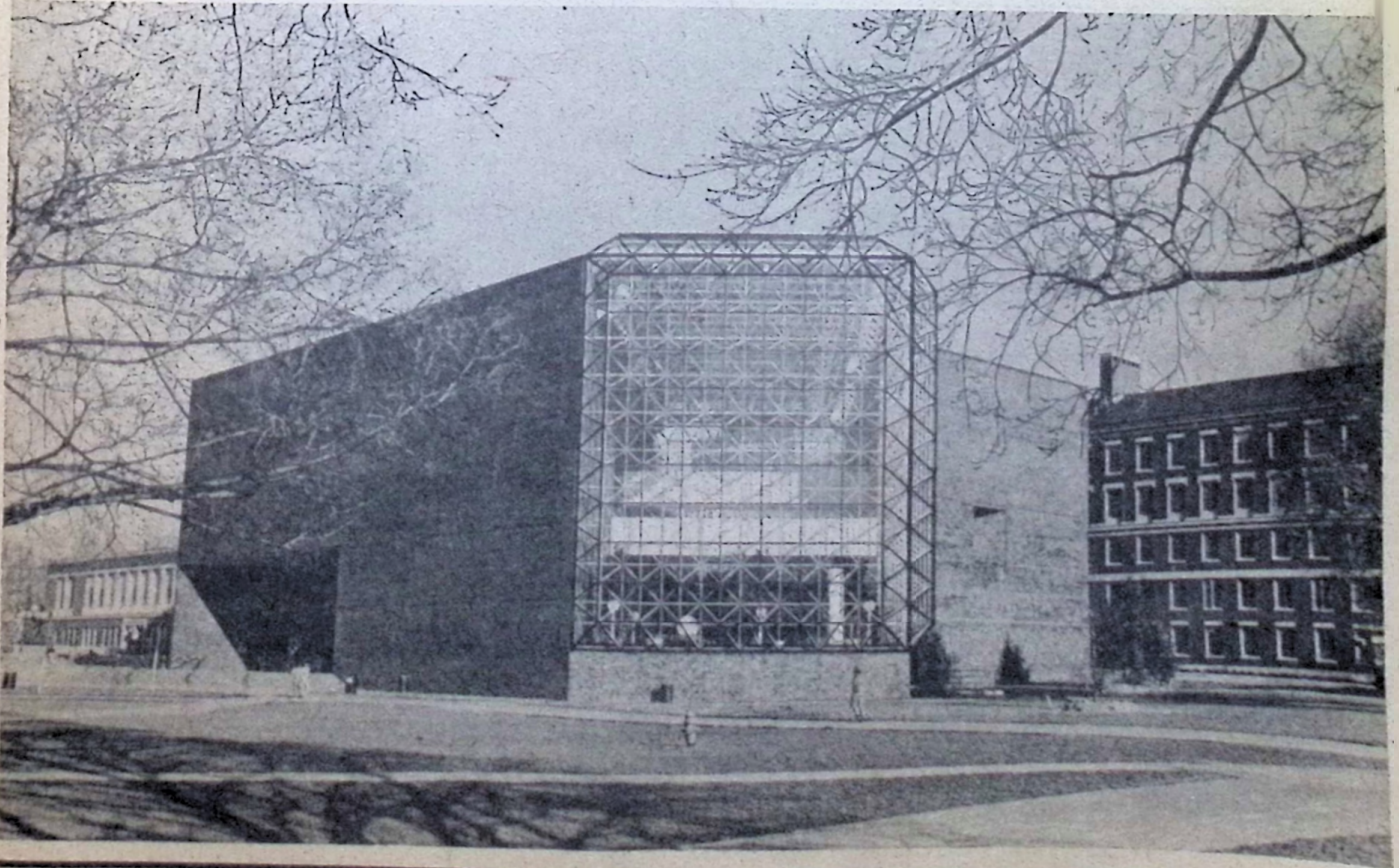


City living in the East Avenue area



The Times Square Building

The UR's Wilson Commons, by I.M. Pei.



Newcomer's Rochester

Style . . .

thousands."

Although some of Rochester's fine architecture has been destroyed, much of it still remains, and the city has an important preservation code which protects some of that architecture. There are five preservation districts—in which exterior changes to buildings must be approved by the city's preservation board—and numerous buildings have been named city landmarks, bringing them under the legislation's protection.

The preservation districts:

- **East Avenue:** east of downtown, a main street of mansions and large houses, both Greek Revival and other Victorian, and churches. Some of the Park Avenue area is enclosed in this district.

- **Corn Hill:** just southwest of downtown, the oldest residential section of the city. Its brick is beautiful.

- **Grove Place:** north of the Eastman Theatre, a few blocks of townhouses and small separate

houses.

- **Highland-Mt. Hope:** southeast of the city, the area around the green of Highland Park and Mt. Hope Cemetery—one of the few Victorian cemeteries around (with tours!)—a district that includes the old Ellwanger and Barry office and the house of the U of R president.

- **Madison-King:** north of West Main Street, a few streets around Susan B. Anthony's house.

Gray skies, smilin' at you

OK, we admit it—it snows here. If you've never lived in the snow belt, you won't believe just how much snow there can be and how cold it can get. One trick is to tackle winter on its own terms by appreciating its beauty and by trying challenging sports such as skiing, snowshoeing, and even ice-boating. Another is to remember the colorful falls and to look forward to the pleasant summers.

Winter begins with some snow in November, although not enough to write home about. Otherwise, November is cool, gray, damp, and muddy. By the end of December, however, winter has set in in earnest. White Christmases are the norm.

Winter doesn't really end until the beginning of April, but there's almost always a thaw for several days in January or February to keep you going until March, when the next day's weather gets very difficult to predict. There's snow, sunny skies, and lots of rain. By April the snow has melted (although it's been known to storm as late as May), and it's time for the gray, wet spring.

Upstate New Yorkers mutter about something called "the lake effect," and there's also a "snow belt" south of Rochester. Both terms translate into freaky climatic conditions throughout the winter. Lake Ontario protects us from some storms and brings us others. And the weather in one part of the Rochester area is no indication of what things are like in another.

Some winter driving tips: if you're not used to snow, find someone who is and get him or her to teach you how to manage getting through the stuff. Make sure you have radial tires or snow tires. It's a good idea to put them on in late November, because the first storm of the season can sneak in at any time. The



main thing to remember is to be especially careful because the ice and the city's notorious potholes make the roads much more dangerous.

After a snowstorm, road crews plow and salt the main thoroughfares. The salting melts the ice and snow; it also rusts your car. Few cars last as long here as they would in a salt-free environment.

Different kinds of snow storms mean different kinds of parking regulations. For instance, if you leave your car parked on some main streets during a "snow emergency"—designed to clear the streets to ensure passage of emergency vehicles—it'll be towed, and you'll have to pay a towing fee and fine of \$75 to retrieve it. The city and towns publicize their snow parking regulations extensively as winter gears up. And local radio and television stations, of course, provide frequent

weather bulletins during stormy weather. (It's often the lead story of the day.)

Spring is marked by dreary gray days and a great deal of rain. By May, however, flowers begin to force their way out, and June is warm and pleasant.

July and August are Rochester's summer months. Much of the season is just right, with temperatures in the mid 70's and low 80's. There's the obligatory hot spell and several summer thunderstorms, but generally there's little humidity.

By September, things begin to cool, and in October the brisk air turns the leaves into a spectacular show of yellows, reds, and browns. The cold nights and occasionally nippy days are harbingers of what's to come, although there's usually a stretch of warm, summery days in October known as Indian Summer.

Speaking Rochester

In and out of the doctor's office, native Rochesterians don't say, "Ahhh..."; they say, "Aaa..." They don't say, "RAHchester"; they say, "RAAchester."

"The Rochester accent is based on its different vowel sounds," says David Richman, head of the University of Rochester's drama program and artistic director of URST. "There's that flat, broad 'a'—the short 'o' becomes a proper short 'a,' while the short 'a' becomes broader."

With the word, "Rochester," there's something of a double shift. The short "o" is usually pronounced as a short "a"—as illustrated above—and so the Rochesterian begins with the short "a" and broadens it.

Marjorie Woods, assistant professor of English at the U of R, who teaches a history of the language course, characterizes the flat "a" "as a dipthong, more like 'ieh.'" Sarah Collins, of RIT's language and literature faculty, comments on the sound production: "It's back and high."

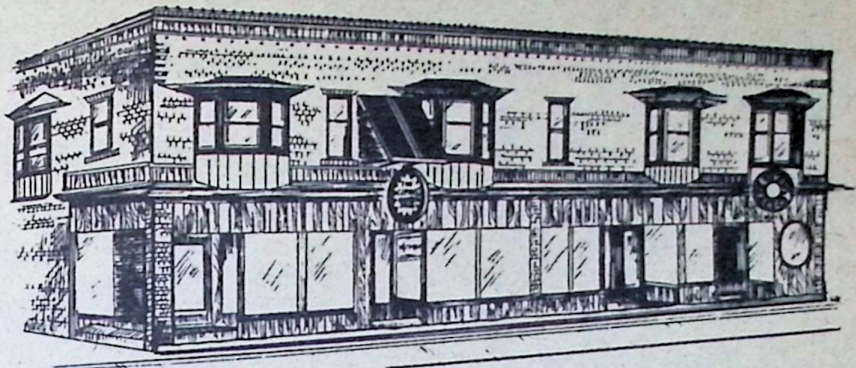
According to Richman, the long "i," the long "o," and the long "ow" are all "wider, more open sounds" than in standard English. "The mouth is opened wider. And yet," he adds, "the short 'i' is closed, shorter than usual, more tight-lipped."

It's not just an accent peculiar to Rochester, notes Richman. "It's an upstate accent, found in upstate cities like Buffalo and Oswego." He says that in the speech classes he teaches he makes no attempt "to shake students of their accent. Students taking speech are usually interested in politics and law, and an accent doesn't hurt in those fields. In fact, a regional accent is often an asset."

"You'll notice that the city officials in Rochester—members of the City Council and the Mayor—speak with an accent."

Besides vowels, there are words that are pronounced differently in Rochester. It's local tradition; every community has its strange quirks of pronunciation. In Rochester we say, "Chili," with two long "i" 's—Chye-lye—and "Charlotte" becomes "ShaLOT"; "Nunda" is rendered with a long "a," "NunDAY," and "Scio" come out "Slo," rather than Skyo.

Remarks Jorie Woods, "When I first came here, I was convinced that 'Gates' was pronounced 'GaTEZ' (short 'a' and long 'e')—everything else seemed to be pronounced so strangely."



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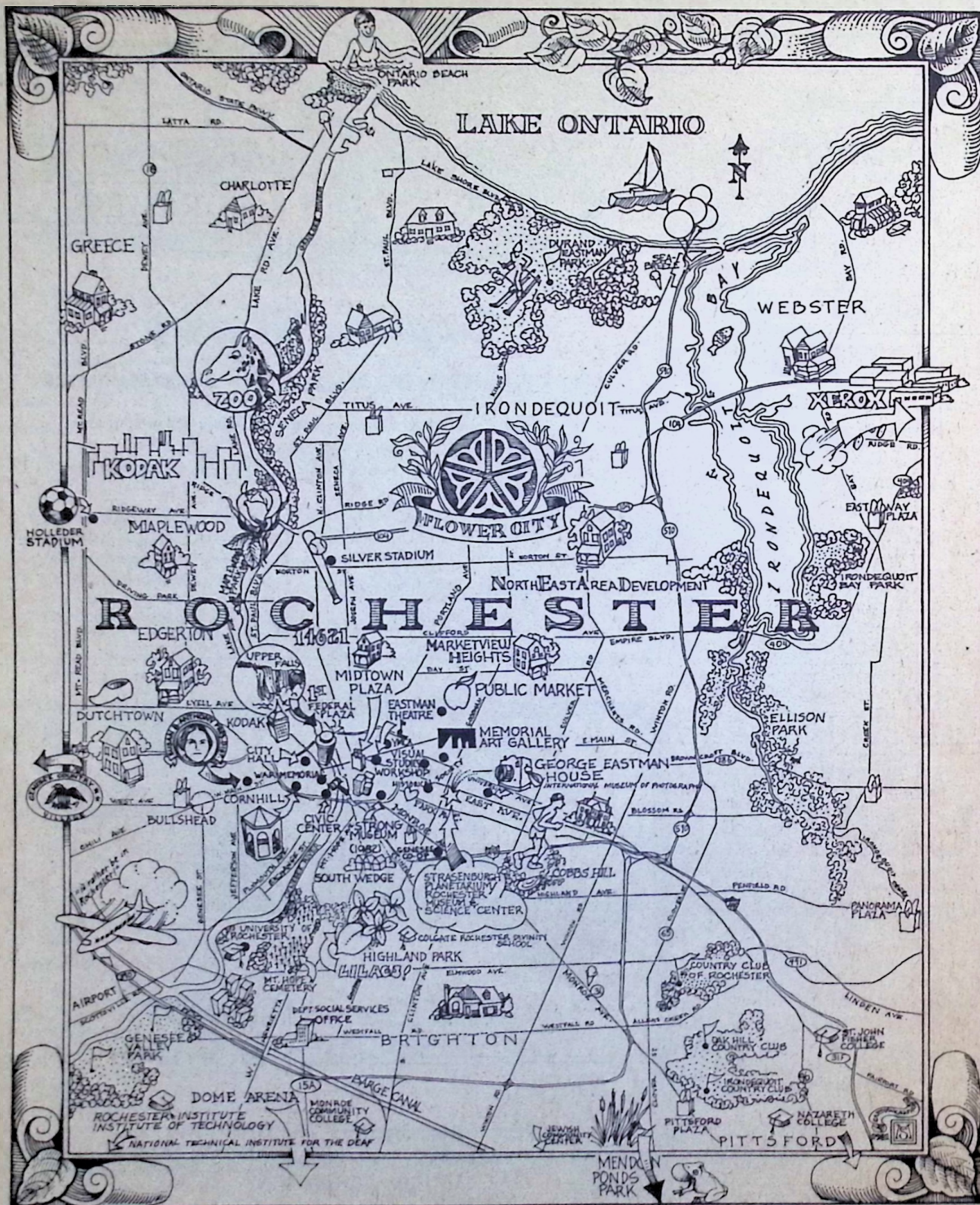
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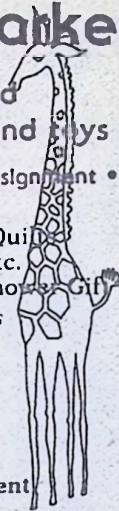
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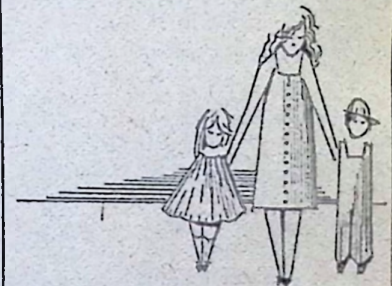
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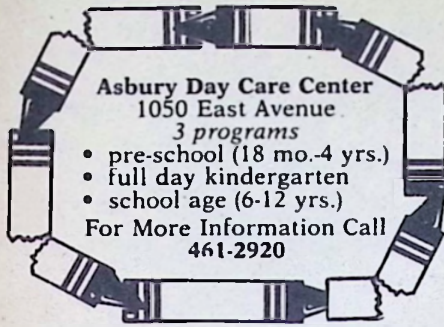
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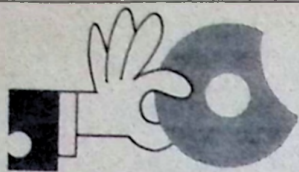
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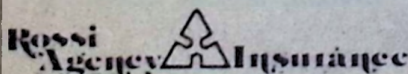
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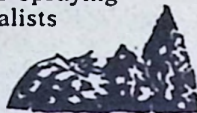
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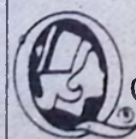
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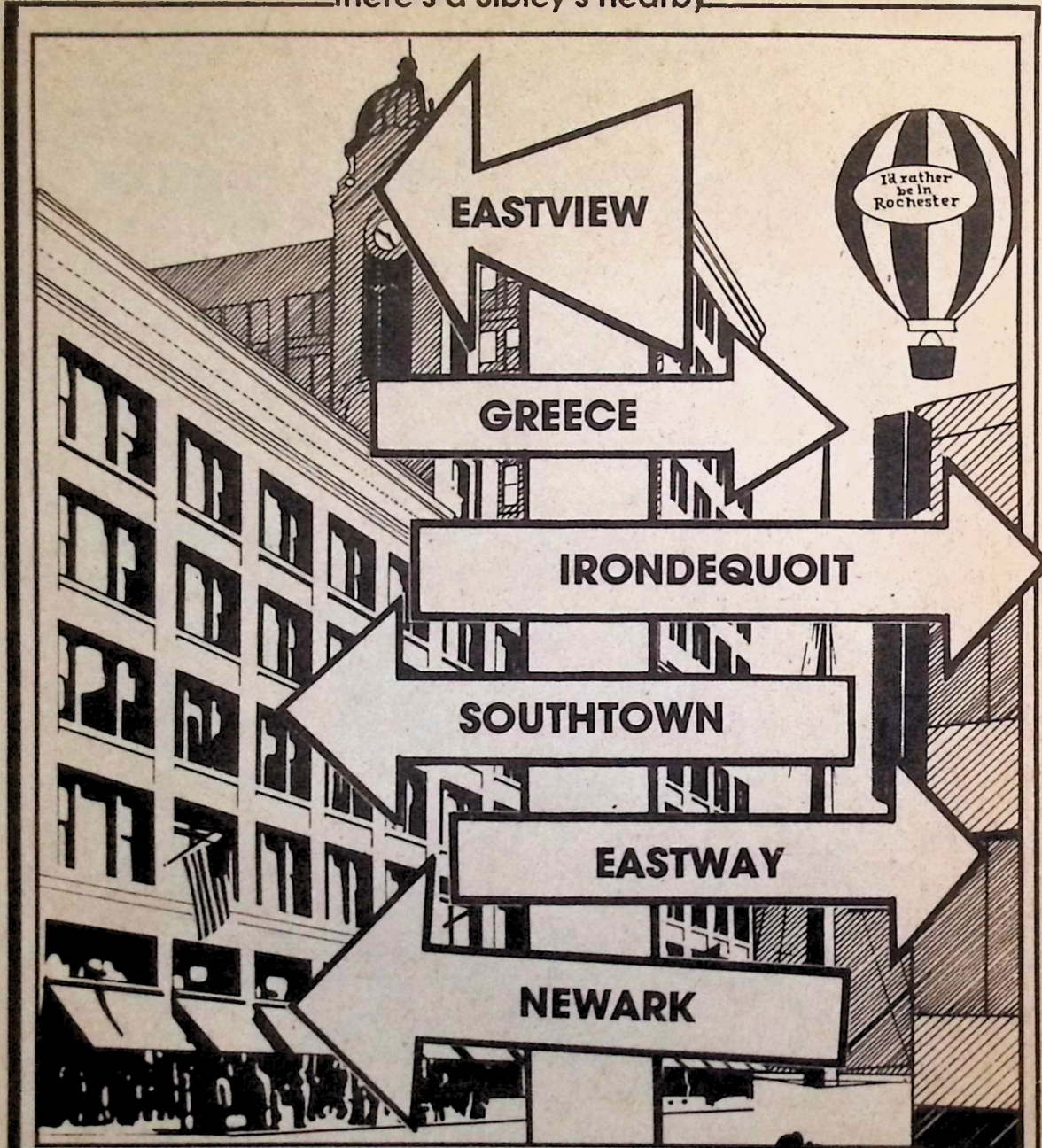
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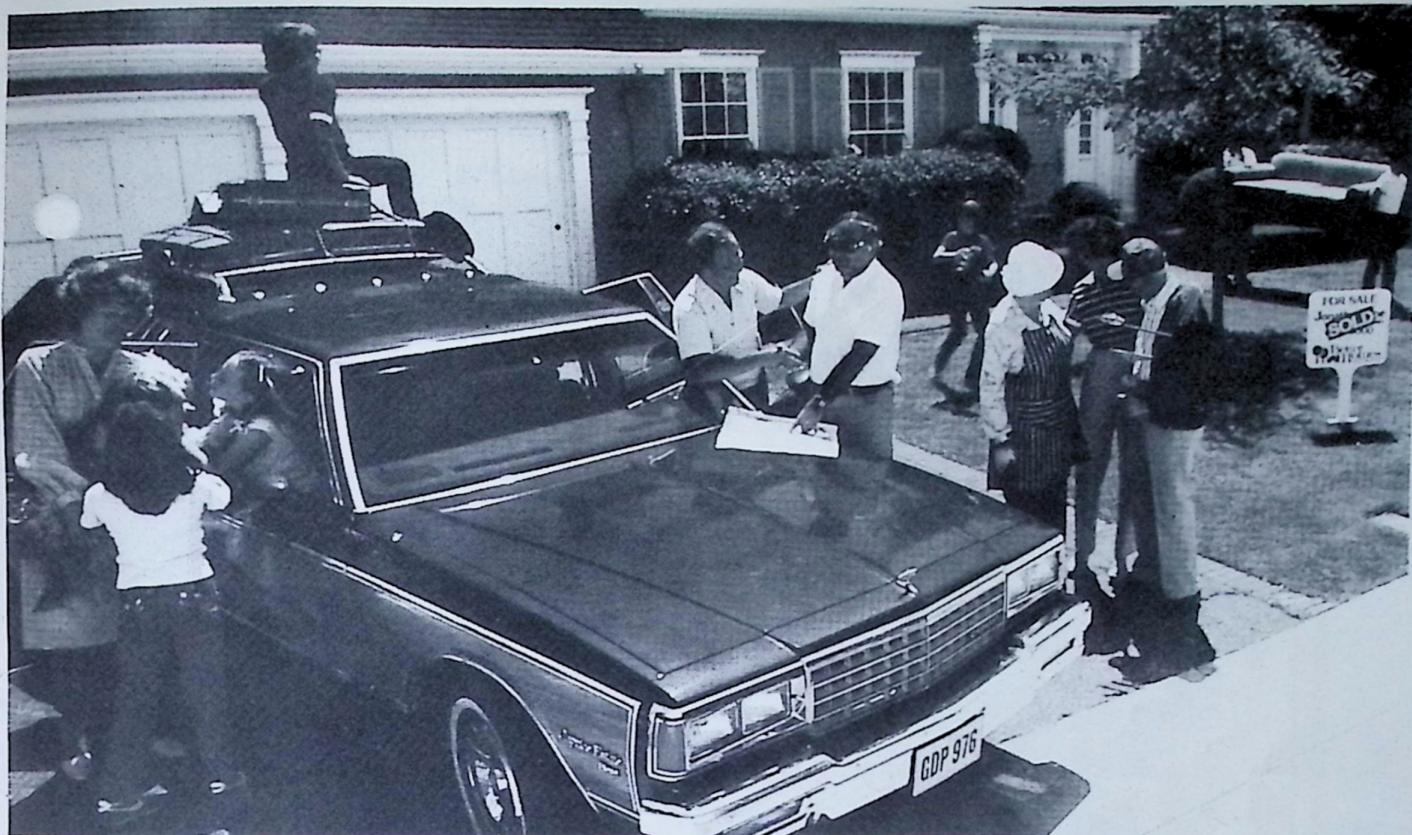
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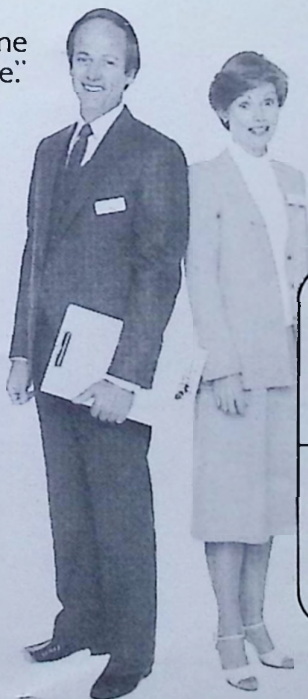
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